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**Strategic Priorities for 2020 per the 2019 Board Summit:**

1. **Refine and formalize HR policies**
   * Interview, onboarding and exit practices have been reviewed and enriched
   * Partner with Hoffman Hlavac & Easterly, ‎ Labor and Employment practice covers the entire spectrum of employer/employee relations
     + Review and update our employee handbook (Frank and Dawn)
     + Best practices consulting (ongoing – Tony)
   * Alison and Marlyn are our HR leaders and in continuous contact with HHE regarding HR issues in 2020
2. **Focused programing on family businesses**
   * Lehigh University and the Business Council’s Family Business Series
     + Part 1: Building a Family Business That Runs Without YOU
     + Part 2: Best Practices from Best Places to Work Family Business
     + Part 3: Employment Law for Family Businesses
   * The Business Council (formerly SBC) is refocused on family business
3. **Continue to strengthen our digital tactics and strategies**
   * Power of Partnerships podcast – “POPcast” launched in 2020
     + Includes repurposed episodes of our radio show, On Every Main Street, which airs on Monday nights at 6:30 p.m. WDIY 88.1FM
   * Game Changers with Tony Iannelli electronic programming began in April
   * Member Relations team performed a website content audit and reorganization of content. Photos coming in September.
   * A hub-and-spoke, chamber-wide social media plan was developed
   * Platforms optimized for follower engagement through captions, questions and videos
   * Zoom and webinar tools and equipment purchased and in use.
     + Technical Producer position created
   * Moving all data, storage and files to the cloud in August 2020