****

**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