

Sylmar Chamber of Commerce

ORGANIZATION AND COMMITTEES

Sylmar Chamber of Commerce Membership

Board of Directors and Officers of the Chamber

Committees:

Government Relations

Purpose: To review County, State and Federal legislation, analyze its impact on businesses and the community and influence the outcome of such legislation.

1. Provide a forum for legislators and consultants to discuss pertinent issues and legislation.
2. Assign bills to committee members for analysis, impact reports and position recommendations at monthly meetings.
3. Inform membership on legislative issues and recommend action.
4. Continue affiliation with U.S. Chamber, California Chamber, San Fernando City Chamber and United Chambers of the San Fernando Valley.

Business Development and Promotion

Purpose: To improve Sylmar's image.

1. Determine how Sylmar is perceived from within the community and outside its borders.
2. Create a marketing plan to strengthen Sylmar's positive image and neutralize negative perceptions.
3. Promote a positive "identity".
4. Provide brochures and promotional material to the community about the Sylmar area.

Membership

Purpose: To develop a strong membership of business firms, promote their products and services and inform them on items of importance to their business.

1. Promote member business firms through referral services, feature articles and directory listings.
2. Hold monthly general membership meetings with top speakers discussing important business and community issues.

3. Provide monthly Mixers, hosted by a member business, to meet socially in an informal atmosphere each month.

4. Publish monthly news to inform members of Chamber events and other important business issues.

Community Development

Purpose: To be the focal point for the promotion of Sylmar to outside firms, individuals, local business and the residential community; play a significant role in marking the area a prosperous and desirable place to live.

1. Encourage new quality businesses to locate here and existing quality businesses to remain and expand here.
2. Address the following issues:

- A. Parking
- B. Law Enforcement
- C. Commercial Expansion
- D. Traffic flow and street improvements
- E. Historical Preservation

Special Events

Community Events the Chamber supports.

- Annual Installation of Officers and Directors
- Olive Festival
- Relay for Life of Sylmar
- Sylmar Woman of the Year Award