Government Affairs Committee: Mark McLeod, Chair

I. We enhance the Chamber's Influence within city government by:
   a. Developing mechanisms for Public Advocacy of Chamber positions
      i. Develop mechanisms for polling Chamber members on current issues in order to mobilize targeted involvement
      ii. Identify & represent the Chamber at relevant public meetings
      iii. Initiate Meetings and maintain dialogue with city council members and city staff
         1. Quarterly Roundtable with Mayor, Council & OED
         2. Coordinate with BBDN for leverage within city
      iv. Consider communication options directly with Berkeley residents
         1. Direct Mailings
         2. Newspaper column (Voice, Daily Cal, Planet, Oakland Tribune, SF Chronicle)
         3. Encourage public and governmental education on important issues by hosting business interactions and conferences on emerging trends
      v. Grow Leadership East Bay
      vi. Create and develop an Independent Expenditure Committee
   b. Promote the Streamlining of the permitting processes for businesses attempting to move or expand within Berkeley, or establish a presence in Berkeley
   c. Support commissioners, members of council and city staff who support Chamber goals
   d. Advocate for and Practice Respectful Public Discourse

Vibrant Business Resource Committee: Roland Peterson, Chair

II. We are a resource and educator promoting a Vibrant Business Community

a. Create & Maintain a Berkeley Business Info Clearinghouse in DEFINED partnership with the Office of Economic Development.
    i. Be the Aggregator of Berkeley Business Info
    ii. Startup info package for new businesses
    iii. Key contacts in City Government
    iv. BBDN- encourage and support – provide the umbrella
        1. Support the creation of the West Berkeley BID/CBD
        2. Support Buy Local Berkeley Campaign

b. Evaluate and respond to emerging business trends that may be hampered by outdated zoning terms and definitions in Berkeley's evolving economy
    i. Remove Quota System
    ii. Redefine "Arts" & "Manufacturing" for West Berkeley

c. Focus on Cleaner/Safer Streets

Research Institution Partnerships Committee: Debra Barnes and Don Medley, Co-Chairs

III. We Develop and Strengthen Partnerships with UCB, LBNL and Bayer
   a. Publicly support and actively advocate for the large research institutions within Berkeley
      i. Educate Community as to the contributions (financial and otherwise) made to the city and community by our large local research institutions.
      ii. Engage Senior campus leadership in addressing and supporting Chamber goals
      iii. Co-sponsor events with these research institutions
   b. Recognize & capture intellectual capital within the city of Berkeley
   c. Link local businesses with UCB & LBNL purchasing – Buy Local Berkeley

"Smart" Growth Committee: Michael Goldin, Chair

IV. We Focus on "Smart" Growth Principles

a. Fully support good environmental practices and ecologically sustainable development
    i. Promote Regional Land use planning
    ii. Encourage Density along transit corridors
    iii. Support commercial, industrial, artistic, retail and residential developments that show sustainable/green leadership and quality
    iv. Educate Community on the importance of "Smart" Growth
    v. Actively Encourage Further Development of East Bay Green Corridor and push for Berkeley's involvement and leadership

b. Advocate for the appropriate growth, maintenance and improvement of Berkeley's Infrastructure