

Chamber Board Retreat Re-Prioritizes Creation of “Place” in Chamber’s Program of Work

The Greater Killeen Chamber of Commerce has been engaged in addressing the needs of creating “Place,” to be competitive in recruiting companies to locate in Killeen.

At a board retreat, held on May 1, those in attendance acknowledged the importance of creating “Place” when they collectively recommended the Top Six Priorities. Members of the board identified the importance of “Enhance Quality of Place” and suggested this to be the new third Priority on which to focus chamber programs and tasks.

By remembering Rebecca Ryan’s statement from a regional conference held the day before the board retreat, “The next generation’s focus is live first, work second,” the chamber’s Place Design Team hopes to stay on the cutting edge of understanding the needs of the Millennial Generation.

Ryan was the keynote speaker during a regional economic conference hosted by the Central Texas Economic Corridor (CTEC), the Workforce Solutions of Central Texas and TIP Strategies on April 30 at the Central Texas Council of Governments building in Belton

The following list of Priorities will be presented to the board of directors for approval:

- Priority No. 1: **Fort Hood:** Promote the importance and sustainability of Fort Hood and defense-related industries. Take advantage of opportunities to fully utilize Fort Hood.
- Priority No. 2: **Higher Education:** Assist in establishing Texas A&M University – Central Texas as an upper-level, stand-alone university.
- Priority No. 3: **Place:** Work with stakeholders to proactively create a place attractive to creative, innovative talent.
- Priority No. 4: **Branding & Image:** Improve the image of the community by continuing and expanding the creative brand – **Where Freedom Grows**
- Priority No. 5: **Industries:** Focus on programs that will lead to the creation and recruitment of jobs with competitive wages in the service, manufacturing, retail and health sectors.
- Priority No. 6: **Airport:** Capitalize on the Killeen-Fort Hood Regional Airport.

The GKCC Plan of Work is a constantly evolving process based on the demands of the economy. New tasks were recommended by board members to meet objectives faced by changes in the community and/or changes that need to be made to create Place. Once approved by the board of directors, those new tasks or tasks that will be eliminated will be communicated to the chamber membership.