

ISSUE MANAGEMENT

BACKGROUND

The issue manager concept is established to enhance the effectiveness of the GAC and the ability to formulate knowledgeable positions and respond to important community, state and federal issues.

KEY ADVANTAGES

- ✍ Volunteer members take responsibility for an issue.
- ✍ Develop issue experts who can act as knowledgeable spokesperson.
- ✍ Issue managers can become an extension of the Chamber's Government Affairs staff.
- ✍ Task forces naturally evolve, if needed as the issue becomes more active.
- ✍ A formal record of Chamber positions is recorded.

IMPLEMENTATIONS

- ✍ The Government Affairs Committee sets the issue agenda for the year after receiving appropriate input from Chamber leadership.
- ✍ Members of the GAC are aware that they will probably become an issue manager at some point during the year.
- ✍ Issues are assigned based on preference of committee membership.
- ✍ The duties of an issue manager may include:
 - ✍ Monitoring issues in local media; clipping articles from newspapers.
 - ✍ Attending appropriate governmental meetings.
 - ✍ Helping staff track an issue.
 - ✍ Getting to know the governmental staff responsible for an issue.
 - ✍ Be the Chamber spokesperson/media liaison on the issue with consultation of staff.

**Yuba-Sutter Chamber of Commerce
Government Affairs Committee**