



Clear Lake Area Chamber of Commerce

2025 - 2026 Program of Work

2025 - 2030 Strategic Plan



Our Mission:

*Champions for Business Success and
Quality of Life in Our Community*

Our Vision:

*To empower members to succeed, driven by advocacy,
supported by resources, and inspired by engagement*

Social Media
Follow us & Stay Updated!



Serving Bay Area Houston since 1962

1201 E NASA Pkwy., Houston, TX 77058 | 281-488-7676
www.clearlakearea.com

LETTER FROM THE CHAIRMAN

Dear Chamber Member:

As Chairman of the Board for the Clear Lake Area Chamber of Commerce, my focus for the year ahead is Engagement—with our members, our community, our partners, and each other. True engagement builds connections, fosters collaboration, and strengthens the collective impact of our Chamber.

I am honored to step into the role of Chairman of the Board for the Clear Lake Area Chamber of Commerce and to follow in the footsteps of so many outstanding leaders who have helped shape this incredible organization. It is both humbling and inspiring to be entrusted by my peers to lead a chamber that plays such a vital role in the success and spirit of our community.

Leadership is about more than holding a title—it's about serving with purpose, listening with empathy, and **engaging** with those we represent. As we move into this new Chamber year, our focus will be on **creating meaningful engagement**—with our members, our community, and one another. Engagement drives connection, fosters collaboration, and strengthens the foundation of who we are as a Chamber.

I want to extend my sincere appreciation to **Jacob Bigger** for his outstanding leadership this past year and for his continued commitment to the Clear Lake Area Chamber of Commerce. His dedication has set a **BIGGER**, stronger foundation for the years ahead.

As we move forward, I look forward to working alongside our exceptional Chamber team—**Cindy, Shari, and their talented staff**—as well as our executive committee, board of directors, division and event chairs, volunteers, community partners, and of course, **YOU**—our valued Chamber Members. Together, through engagement, collaboration, and shared vision, we will continue to be **Champions for Business Success and Quality of Life in Our Community.**

Sincerely,



2025-2026 Chairman of the Board

Amy Doherty

Robinette & Company Caterers



MISSION

Champions for Business Success and Quality of Life in Our Community

CHAMBER HISTORY

The Clear Lake Area Chamber of Commerce incorporated on August 8th, 1962 as the Seabrook-Kemah Chamber of Commerce. In 1964 the League City Chamber of Commerce merged with the organization and was renamed the Clear Lake Chamber of Commerce. (Into the 1970's cities formed around Clear Lake and partnered with the Chamber. It was then named the Clear Lake Area Chamber of Commerce.) The Chamber has proudly championed initiatives that have driven local economic growth and development, including: the expansion of NASA Parkway, the establishment of University of Houston - Clear Lake, securing marine and water safety, and continuous advocacy for funding of NASA, education, and storm surge protection.

CLEAR LAKE AREA COMMUNITY

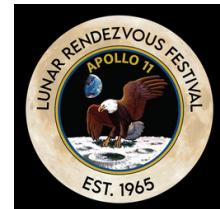
The Clear Lake Area Chamber of Commerce recognizes the cities around Clear Lake as their service area, the same geographical area as the Clear Creek Independent School District. Our community consists of nine incorporated cities including a part of Houston (Clear Lake City), Clear Lake Shores, El Lago, Kemah, League City, Nassau Bay, Seabrook, Taylor Lake Village and Webster. The Clear Lake Area is also home to NASA/Johnson Space Center, Bayport and Ellington Airport.

ORGANIZATION STRUCTURE

The Chamber is governed by a Board of Directors elected by the general membership to establish policy and outline goals. It is their responsibility to see that the Chamber's annual Program of Work and five-year Strategic Plan is implemented in an effective manner. The Board also ensures the organization is adequately financed to carry out their goals. Each Chamber member is invited to serve on a division or committee of their choice. The Chamber consists of participating and non-participating members, both of whom are needed for success of the organization.

COMMUNITY CONTRIBUTIONS

The Clear Lake Area Chamber of Commerce is proud to have contributed to the founding of the following organizations:



WHO WE ARE

Founded over six decades ago, the Clear Lake Area Chamber of Commerce continues to partner with the business community to be champions for business success and quality of life in the Clear Lake Area. We are a nonprofit 501c6, membership and economic development organization.



YEAR IN REVIEW 2024-2025

710
Members


19
Board of Directors
6
Professional Staff



CLEAR LAKE SHORES
EL LAGO
HOUSTON
KEMAH
LEAGUE CITY
NASSAU BAY
SEABROOK
TAYLOR LAKE VILLAGE
WEBSTER

2
COUNTIES
GALVESTON & HARRIS



LEADERSHIP CLEAR LAKE

Equipping Bay Area
Houston's next generation
of community leaders

CLASS OF 2025
27 STUDENTS
GRADUATED



Resource Center

- Professional Development
- Human Resource Education
- Workforce Development Connections
- E-Blast
- Regional Economic Updates
- Timely Business Resources
- SBDC Free Business Counseling

Digital Footprint

956,879
TOTAL VIEWS

811,450 VIEWS

27,661 VIEWS

968 VIEWS

WEBSITE: 116,800 VIEWS

Podcasts

Clear Lake Connections

Connecting you to the local community along with the people behind the brands of Bay Area Houston with weekly episodes. Engaging the membership on the many things the Clear Lake Area Chamber does to help support our mission including industry updates and talking with leaders in Arts, Education and Government **Presented by UTMB Health**



Chamber CHAT

Chamber history and fun stories told by Cindy and Shari



5 YEAR STRATEGIC PLAN

Key Performance Areas

- Champions
- Business Success
- Quality of Life
- Community

102 Educational
Programs

Networking

Events

98

Visitors at Community
100K+ Events



ADVOCATING
THE VOICE OF BUSINESS
IN WASHINGTON, D.C. AND AUSTIN



SUPPORTING:

- Texas Coalition - investing in water infrastructure
- Houston Spaceport's application for a Community Project Funding Grant for roadway extension
- HB 3265 - Drug pricing program protection
- HB 4538 - Funding the Texas Abandoned Boats legislation
- Continued funding for NASA, Johnson Space Center and Human Space Flight Exploration
 - **Nearly \$10 billion in NASA funding was approved!**
- Grant request to the U.S. Department of Transportation for pedestrian sidewalks
- Application for GOMEAS Project of Special Merit funding to advance eco-tourism
- Application for the Texas Parks and Wildlife Department's Non-Urban Outdoor Recreation Grant Program to develop the 57-Acre Boardwalks and Wetlands Nature Park

SIGNED ONTO 17 LEGISLATIVE LETTERS

Champion: Jacob Bigger

INTRODUCTION

Our 2025–2030 Strategic Plan sets the course for direction, alignment, and focus. By building on the foundation of our prior plan, we aim to advance our strategic advantage and expand the value we bring to our members and community.

BACKGROUND

Our Strategic Planning process began by re-establishing our Mission Statement, introducing a Vision Statement, and defining a set of Core Values with clear descriptions to articulate who we are, where we aspire to go, and what we represent.

We then assessed our current reality through three separate SWOT analyses: one from the Executive Committee, one from the Board and general membership via survey, and one from the Staff.

The results were compiled and summarized to highlight key strengths, weaknesses, opportunities, and threats. From this foundation, we identified the strategic focuses and initiatives that will guide our path forward.

MISSION

“Champions for Business Success and Quality of Life in our Community”

VISION

“To empower members to succeed, driven by advocacy, supported by resources, and inspired by engagement”

VALUE WORDS

1. **Advocacy** – Positive relationships with elected officials at the local, state and federal levels to influence policy, and actively representing our members, supporting business success, and overall community prosperity.
2. **Integrity** – Acting with honesty and strong moral principles.
3. **Community Impact** - We work to elevate not only business success but also the overall well-being and sustainability of the community we serve.
4. **Collaboration** – Working together to achieve shared goals by building a strong and supportive network.
5. **Innovation** - We embrace forward-thinking solutions and programs to help businesses adapt, compete, and thrive.
6. **Empowerment** – Enabling individuals and businesses to reach their full potential.
7. **Champions** – Dedicated leaders and passionate advocates who actively support and promote the Chamber’s mission to drive business success and enhance the quality of life within the Clear Lake Area Community.

- 1. Focus on Stability & Relationships** – Focus strategies on stability and sustainable growth to ensure staff can manage member engagement and programming.
 - a. Maintain stable membership and engagement through organic growth and retention efforts.
 - b. Support appropriate Chamber Staff to meet program needs.
 - c. Sustain ROI-positive Chamber initiatives, focusing on the broader impact they have in advancing our Mission and Vision beyond just monetary benefits.
- 2. Leverage Brand Awareness & Strategic Advantage** – Focus strategies to leverage brand awareness with all Chamber Activities.
 - a. Enhance overall brand awareness to strengthen community presence and increase recognition among key stakeholders.
 - b. Showcase the organization's advocacy initiatives to demonstrate commitment to core values.
 - c. Strengthen the Brand, through commitment to community support by producing key events such as the New Teachers Luncheon, Epicurean, Business Expo, and Christmas Boat Parade, to foster stronger relationships, demonstrate social responsibility, and enhance public trust.
- 3. Project an Accurate Image to Investors** – Reposition the Chamber to emphasize advocacy as its primary role, while presenting networking, promotion, and events as added value.
 - a. Re-develop Investment Guides and Sales Materials to focus more on advocacy efforts with networking as a value add.
 - b. Promote Advocacy Efforts and build community awareness on issues the Chamber is advocating for and highlight wins – Candidates Forums, Letters of Support and Opposition, and Advocacy Trips to Austin and D.C.
 - c. Highlight access to Government Representatives and a voice in Austin and D.C.
- 4. Establish a Chamber Foundation** – Establish a 501(c)(3) Foundation operating under the Chamber's Umbrella.
 - a. Establish Scholarship Programs to cultivate the next generation of leadership.
 - b. Create Business Grants to facilitate resilience and growth within our community.
 - c. Launch a Disaster Relief Fund to provide timely financial assistance and support to the community during times of crisis or hardship.
- 5. Building Tomorrow** – Commit to shaping a strong, sustainable future, through strategic action and forward-thinking initiatives that forge a lasting impact and prepare our organization and community to thrive in a dynamic global environment.
 - a. Connect with the next generation of business leaders and entrepreneurs.
 - b. Develop a Junior Leadership Clear Lake Program to support the development of future leaders.
 - c. Harness social media platforms to educate the public and create awareness of the Chamber's purpose and initiatives.
- 6. Strengthen Regional Tourism Efforts** – Support a Unified Tourism Marketing Co-op.
 - a. Leverage Chamber Infrastructure and Credibility to support and streamline tourism marketing operations.
 - b. Foster Public-Private Collaboration, rebuilding partnerships with local governments, businesses, attractions, hotels to jointly fund and shape tourism initiatives.
 - c. Increase Regional Visibility to Enhance Economic Impact from Tourism.

KEY PERFORMANCE AREAS

The Key Performance and Organizational Priorities outlined in the Annual Program of Work align with and follow the Strategic Focus and Initiatives defined in the 2025-2030 Strategic Plan.

KEY PERFORMANCE AREAS, STRATEGIES, ORGANIZATIONAL PRIORITIES

Champions: Attract, develop, and retain members, volunteers, and staff to champion the Chambers' mission.

Organizational Priorities: Membership | Board of Directors | Volunteers/Committees | Professional Staff

Business Success: Promote, develop, inform, and connect members to foster the Chamber's mission.

Organizational Priorities: Business Relationships | Business Development & Promotion |
Business Information & Resources | Professional Development

Quality of Life: Attract, retain, and cultivate a resilient local economy to support the Chamber's mission.

Organizational Priorities: Education | Workforce Development | Healthcare | Infrastructure | Recreation & Tourism

Community: Connect, collaborate, and advocate with various stakeholders to support the Chamber's mission.

Organizational Priorities: Government | Industry | Nonprofits | Economy



Champions: To ensure the CLACC's operational integrity, Chamber sustainability, and overall effectiveness

- Chamber Leadership
 - Board of Directors
 - Officers
 - Division Chairs/Committees/Volunteers
 - Chamber Staff
- Membership
 - Member Services Division
 - Diplomats Committee



Quality of Life: To contribute to making our communities ideal places to live, work, play, shop, and grow.

- Education
- Workforce Development
- Industry
 - Healthcare
 - Tourism



Business Success: To serve the business interests of the CLACC's membership and support the economic strength of the Bay Area

- Business Relationships
 - Business Promotions
- Business Development and Promotion
 - Business Development
- Professional Development
 - Young Professionals
- Business Information & Resources
 - Programs
 - Communications



Community: To build strong communities through strong Communications, collaboration, and consultations.

- Government Affairs
- Industry
 - Aerospace
 - Marine
 - Petrochemical
- Nonprofit Engagement

Our annual Program of Work goals are meant to align with our strategic focuses and initiatives, providing challenging yet attainable goals that will drive our Chamber closer to our 2030 Vision.

2025-2026 Program of Work Goals

Membership Retention

- *85% Annual Retention Rate*

Membership Count:

- *Organic and Sustainable growth with a 2.5% increase Year over Year*

Revenue per Member:

- *2.5% Annual growth in Revenue Per Member including sponsorship revenues.*
- *Formula: Total Revenues divided by year-end member count*

Liquidity:

- *Maintain 9 months of “non-event” personnel, operating and administrative expenses.*
- *Formula: Year-End cash and cash equivalents divided by average monthly personnel, operating and administrative expenses*

Engagement:

- *Increase Member Engagement, tracking event, volunteer, and committee attendance*



Board of Directors

Champions

The champions of the Chamber are its members. Members originally organized the Chamber in 1962 and continue to govern today via a volunteer Board of Directors, elected by and from the Chamber's membership. They support the Chamber financially with their membership dues and sponsorships. In addition, they voluntarily give their time and talent to the Chamber all in the spirit of its mission. These members are complemented by a professional staff who are also just as dedicated and committed to the Chamber's mission.



Amy Doherty
Chairman of the Board
Robinette & Company Caterers



Jay Coppcock
Chair Elect
Charred & Starred/SERVE



Atul Jain
Vice Chair Administration
MOTU



Laurian Tollett
Vice Chair Finance
DRDA CPA's



Kat Clemons
Vice Chair Membership
Bay Area Turning Point/Case
Files with Kat & Ashley



Bill Provenzano
Vice Chair Research
Hometown Bank



Jacob Bigger
Past Chairman of the Board
Kemah Boardwalk



Cindy DeWease, IOM
Chief Executive Officer
Clear Lake Area Chamber



Dr. Venessa Bartholomew
Sea Lark Chiropractic



Brad Bricker
CMIT Solutions



Brandon Brooks
Coastal Community
Federal Credit Union



Ashley Carner
AMOCO Federal
Credit Union



Sarah Ferguson
Home Bank



Trevor Foreman
The University of Texas
MD Anderson Cancer Center



Lenny Gordon
Fertitta Chevrolet



Leslie Greer
Grease Monkey



Rhiannon Negron
Provident Oak Financial



Kelly Page
Barrios Technology



Jim Sweeney
Minuteman Press



Jake Trione
TriFitness Gym
Franchising



Marcus Watkins
PostNet of
League City



Champions

Division Chairs, Liaisons and Chamber Staff

Division Chairs



Business Development
Cate Loper
The Loper Group



Business Promotions
Deeanne Duckworth
Duckworth Insurance Agency



Education
Dr. Peter Wuenschel
Communities In Schools-Bay Area



Education Co-Chair
Tabitha Godinez
San Jacinto College



Government Affairs
Kelly Page
Barrios Technology



Member Services
Lauri Coppock
PrimeLending/
Charred & Starred



Programs/Communications
Jamieson Mackay
Gulf Coast Educators FCU



Young Professionals
Anita Orellana
Community Impact Newspaper

Industry Liaisons



Aerospace
Dave Whitlock
Amentum



Healthcare
Stephanie Clawson
Houston Methodist
Clear Lake Hospital



Marine
Patrick McAndrew
True North Marine



Petrochemical
PENDING



Tourism
Stephanie Polk
Convention & Visitors Bureau

Chamber Staff



Chief Executive Officer
Cindy DeWease, IOM



President
Shari Sweeney, IOM



Vice President
Melissa Caylor



Member Services Coordinator
Wendy Allen



Accounting Specialist
Anita DeWease



Director of Membership
Kathryn Tijerina



Chair Lauri Coppock,
PrimeLending/Charred and Starred

Member Services Division

Organizational Priorities: Membership

The mission of the Member Services Division is to foster organic growth and deepen member engagement by attracting new members and cultivating lasting relationships with existing ones through meaningful advocacy, dynamic networking opportunities, and programs that reflect the evolving interests of our community.

Build Your Business Network

Business After Hours

These FREE mixers offer members a chance to connect with other local professionals in a casual atmosphere while experiencing local businesses. Hosting opportunities are available. Average attendance is 60+.

Extreme Networking

Extreme Networking is a structured, efficient and effective opportunity to make 30+ new business connections in 90 minutes. This is a FREE event for members. Average attendance is 50+.

Membership Committee

The Member Services Division will accomplish its mission through a variety of activities and initiatives, including the following:

- Host Membership Committee meetings to determine a plan to organically grow membership year-round rather than focusing on a membership campaign.
- Promote membership growth in conjunction with “Champion Your Chamber Month” to be held January - early February.
- Recognize individuals that bring the most potential members to functions during “Champion Your Chamber Month”.
- Promote retention through various initiatives to be determined by the committee and Board.
- Host exclusive experiences for top level investors.
- Partner with municipalities and economic development initiatives to support local businesses with supplemental dues investments and educational sessions.
- Automated on-boarding procedures, including the email campaign for first year members.
- Promote Chamber membership anniversaries to celebrate long standing members.
- Conduct annual membership survey.
- Increase Member Engagement, Tracking event, Volunteer, and Committee Attendance.

Member Services Division Continued

Member Communications

- Create and maintain videos and testimonials showcasing engagement.
- Connect with members through social media and emails.
- Develop promotional materials to enhance the Chamber “Brand”.
- Develop marketing plan to promote doing business with fellow Chamber members, “Use the ClearLakeArea.com Membership Directory” campaign.
- Educate public on “What is a Chamber of Commerce?”
- Showcase Division and Committee activities to encourage participation.

My Chamber 411 Orientation

Host quarterly Member Orientation meetings to onboard new members and educate current members about Chamber programs, involvement, accomplishments and goals.

Diplomats Committee

Chair, Brad Bricker, CMIT Solutions of Clear Lake

- Welcome and assist members at various Chamber functions: General Membership Luncheons, Business After Hours, Grand Openings, Special Events, etc.
- Support new members by attending Ribbon Cutting Ceremonies. Serve as “Connectors” to first year members.
- Encourage participation from existing members.
- Connect with City Economic Development Corporations & City Partnership to engage new businesses to become Chamber members.

Ribbon Cuttings

Host a ribbon cutting with the Chamber. Ribbon cuttings are promoted online via the Weekly Window, and on social media outlets.



Volunteer Opportunity! The Diplomat Committee is committed to welcome and assist members by volunteering at various functions, attending ribbon cuttings, and serving as "Connectors". The committee meets monthly, check the calendar at www.clearlakearea.com for dates.

64th Annual Chairman's Ball: October 2, 2026

Chair, Jacob Bigger, Kemah Boardwalk

-Honor the outgoing Chairman of the Board and swear-in the incoming Chairman of the Board, Officers and Board of Directors. Recognize the retiring Directors, Division Chairs, Liaisons and other honorees.



Chair Deean Duckworth,
Duckworth Insurance Agency



Business Success

Key Performance Area

Business Promotions Division

Organizational Priorities: Business Relationships

The mission of the Business Promotions Division is to produce unique events to promote business success, maintain stability, foster relationships, and enhance the local community. The division promotes membership engagement through committee involvement. The Business Promotions Division will accomplish its mission through a variety of activities and initiatives, including the following:



Buy Into Bay Area

Think local campaign promoted through events.

64th Annual Christmas Boat Lane Parade on Clear Lake: December 13, 2025

Chair Jim Christiansen, The Flying Mermaid

Coordinate a lighted boat parade on Clear Lake to kick off the holiday season and promote the tourism and marine industry.

Annual Holiday Open House: December 18, 2025

Board of Directors host the annual Holiday Open House for all Chamber members.

41st Annual Epicurean Evening: January 29, 2026

Chair Matt Wev, University of Houston

Present an evening of gourmet dining and entertainment designed to highlight local food and beverage establishments showcasing a taste of the Bay Area.

37th Annual Spring Fever Golf Classic: March 30, 2026

Chair Jacob Bigger, Kemah Boardwalk

Coordinate a golf tournament as a promotional and networking event.

33rd Annual "No Experience Necessary" Bowling Tournament: June 4, 2026

Chair Ashley Helms, Get Social, PowerTech Services & Case Files with Kat & Ashley

Coordinate a bowling tournament for Chamber members as a promotional and networking event that encourages team building and goodwill.

Event Committees and Volunteer Opportunities



We Want You! Help produce these awesome events while making new contacts and promoting your business. Committees include: Epicurean Evening, Spring Fever Golf Classic, Business & Wellness EXPO, "No Experience Necessary" Bowling Tournament, New Teachers' Luncheon, Chairman's Ball and Christmas Boat Lane Parade.



Chair Cate Loper,
The Loper Group



Business Success Key Performance Area

Business Development Division

Organizational Priorities: Business Development and Promotion

The mission of the Business Development Division is to assist Chamber members in their business development initiatives by providing education, training, and information as well as opportunities to foster business connections with fellow Chamber members. The Business Development Division will accomplish its mission through a variety of activities and initiatives, including the following:

Business Education

- Conduct complimentary seminars focusing on business and professional development.
- Host monthly book club for personal and professional development.
- Coordinate with City officials to provide business education programs for their small businesses.

37th Annual "Buy Into Bay Area" Business & Wellness EXPO: April 22, 2026

Chair Cate Loper, The Loper Group

- Produce an annual tradeshow to nurture and enhance commerce and our local economy.
- Continue the health care element at the EXPO to increase awareness for the local medical industries.
- Focus on workforce needs by connecting job seekers with businesses.
- Increase digital marketing to promote the EXPO.

Small Business Development Center (SBDC)

- Serve as a full-time office for the SBDC.
- Promote SBDC as a free service for small business startups and expansions.
- Coordinate business seminars in conjunction with SBDC.

Symposium/Series

- Conduct a symposium, half-day fee-based workshop such as leadership and sales
- Conduct a series of morning sessions focused on human resources
- Partner with San Jacinto College on continuing education units

Services

Toastmasters

President Samra Hamilton, WellNow Health, St. Elizabeth Urgent Care, Bay Colony Physicians

- Support and promote the Clear Lake Area Chamber of Commerce Chapter of Toastmasters International, providing Chamber members the opportunity to develop communication and leadership skills. (Toastmasters International membership required with nominal fee)



Chair Anita Orellana,
Community Impact Newspaper



Business Success Key Performance Area



Young Professionals Division

Organizational Priorities: Professional Development

The mission of the Young Professionals Division is to foster business success while building relationships through professional and personal development, therefore creating the next generation of Chamber leadership. The Young Professionals Division will accomplish its mission through a variety of activities, initiatives, and volunteerism including the following:

- Collaborate with other committees and divisions to encourage involvement.
- Lead initiatives to benefit the community and area nonprofits such as toy drive, gift wrap and food drive.
- Coordinate and host monthly “Lunch Bunch”.
- Produce educational and professional development speakers/programs.
- Encourage attendance at other Chamber programs and networking events.
- Encourage young professional co-workers and employees to get involved.



Class Dean J.P. Morris,
b1BANK

Organizational Priorities: Professional Development

Leadership Clear Lake

- Conduct biennial leadership and community development program designed to educate and equip individuals on leadership skills to strengthen and transform the community.
- Curriculum includes personal development, community study and class participation.
- Travel to Austin during the Legislative session to tour the State Capitol and meet with Legislators to see government leaders in action (based on safety guidelines).
- Hold a graduation ceremony for Leadership Clear Lake participants.
- Maintain planning committee for the next class.
- As stated in the 2025-2030 Strategic Plan, create a Junior Leadership Clear Lake Program.

501(c)(3) Foundation

- Launch a 501(c)(3) nonprofit Foundation for charitable giving for initiatives such as workforce development, education and finding talent, Leadership Clear Lake, scholarships and disaster relief.
- Appoint a Foundation Board of Directors led by Chairman J.P. Morris.
- Adopt bylaws, design a strategic plan and file corporate, state and IRS documents.



Business Success

Key Performance Area

Chair Jamieson Mackay,

Gulf Coast Educators

Federal Credit Union

Programs and Communications Division

Organizational Priorities: Business Information and Resources

The mission of the Programs and Communications Division is to increase effectiveness and relevance of overall communications and membership engagement. The Chamber's Programs and Communications Division will accomplish the mission through a variety of activities and initiatives, including the following:

Programs

Podcasts

Clear Lake Connections Podcast

- Host a weekly podcast showcasing the people behind the businesses of Clear Lake/ Bay Area Houston, promoting programs and opportunities within the Chamber to boost engagement.
- Host a podcast with the 5 Industry Liaisons to educate listeners/viewers on the economic impact these key industries have on the local economy as well as updates on business innovation, best practices, and workforce needs and development.
- Partner with division chairs and liaisons to host public affairs interviews featuring legislative updates, elected officials and other public entities including (transportation, public utilities, industry).
- Host a podcast discussing the rich history of the Chamber while promoting upcoming events.
- Host General Membership Luncheons with a business or human-interest program to enhance membership engagement.
- Host a luncheon saluting the military and first responders.
- Develop and host a Women's Engagement Program including a Luncheon and Market.

Communications

- Create relevant and meaningful content for the membership and community at large through multiple digital content platforms.
- Partner with media outlets to push out our content.
- Continue data collection strategies such as adding Google analytics and Google tags to website.
- Implement market segmentation in email marketing strategies.
- Maintain relevant content for website.
- Develop building brand awareness to community at large.
- Develop additional ways to tell Chamber story: advocacy, workforce development, education.
- Distribute weekly email with calendar, regional economic updates, timely business resources and video short.
- Distribute monthly member promotions and deals e-blast.

Social Media

- Provide digital opportunity for business promotions, connections, and engagement through a members-only Chamber Champions Facebook group.
- Videos promoting Chamber events, staycation tourism (spring break, summer and holiday activities) and Buy Into Bay Area by shopping local.
- Promote marketing opportunities on all social media platforms.
- Build brand awareness on social media.
- Create marketing content to showcase all advocacy trips, including Citizens for Space Exploration Trip.



Chair Dr. Peter Wuenschel,
Communities In Schools-Bay Area



Co-Chair Tabitha Godinez,
San Jacinto College



Quality of Life Key Performance Area

Education Division

Organizational Priorities: Education & Workforce Development

The mission of the Education Division is to engage the Clear Lake Area business community in support of a strong education system (K – 16) that meets the needs of students, instructors and administrators, as well as business with respect to workforce development needs. The Education Division will accomplish its mission through a variety of activities and initiatives, including the following:

Promote Educational Excellence

- Advocate for (K-16) education at every level of government.
- Maintain educational excellence in Clear Lake/Bay Area Houston by collaborating with Bay Area Houston Economic Partnership, Clear Creek Education Foundation, Communities In Schools-Bay Area, Space Alliance & Technology Outreach Program and Space Center Houston.
- Partner with the Government Affairs Division concerning local/state/federal government issues and funding for public education.
- Partner with CCISD, San Jacinto Community College, College of the Mainland, UTMB, TX A&M Galveston and University of Houston Clear Lake for State of Education updates for our members.

Workforce Development

- Explore ways of enhancing workforce development through fostering internships connecting industry with education.
- Conduct timely programs with guest speakers knowledgeable of a wide range of education opportunities and/or issues open to the general membership of the Chamber focused on workforce development.
- Incorporate into the programs field trip visits to view first-hand a variety of educational facilities highlighting new and innovative programs that transition students from the classroom to the workforce.
- Conduct a Business and Education Roundtable every 2 years.
- Host Employer Resource Forums.

17th Annual CCISD Candidates Forum: April 2026

Chair Dr. Peter Wuenschel, Communities In Schools-Bay Area

- Conduct a Clear Creek Independent School District Board of Trustees Candidates' Forum prior to the May elections to allow the public an opportunity to hear from the candidates.

60th Annual New Teachers' Luncheon: July 29, 2026

Chair Jamieson Mackay, Gulf Coast Educators Federal Credit Union

- Coordinate the Annual New Teachers' Luncheon providing Chamber members the opportunity to welcome new Clear Creek Independent School District teachers to the community, as well as showcase their business to the luncheon attendees.



Industry Liaison Stephanie Clawson,
Houston Methodist Clear Lake Hospital

Healthcare

Organizational Priorities: Industry

The mission of the Healthcare Industry Liaison is to increase public awareness of the excellent Healthcare systems in the Clear Lake/Bay Area Houston Region. The Healthcare Liaison will accomplish the mission through a variety of activities and initiatives, including the following:

SERVICES:

- Provide timely updates to the Board of Directors regarding state of the industry, advocacy issues, and economic impact.
- Participate in a “Clear Lake Area Industry” podcast to provide viewers/listeners with business innovation, best practices, economic and workforce updates within the Healthcare industry.
- Participate in the Bay Area Houston Economic Partnership (BAHEP), Greater Houston Partnership (GHP), and Texas Healthcare Association Healthcare committee meetings.
- Collaborate with the Business & Wellness EXPO committee.
- Assist Program Division Chair in securing a luncheon speaker on healthcare.
- Grow industry memberships by generating leads for Director of Membership.



Industry Liaison Stephanie Polk,
League City Conventions & Visitors Bureau

Tourism

Organizational Priorities: Industry

The mission of the Tourism Industry Liaison is to promote tourism that widely impacts both the regional and local economies, while partnering with the Bay Area Houston Convention & Visitors Bureau and area tourism attractions. The Recreation & Tourism Liaison will accomplish the mission through a variety of activities and initiatives, including the following:

SERVICES:

- Provide timely updates to the Board of Directors regarding state of the industry, advocacy issues, and economic impact.
- Assist in planning and co-host annual tourism General Membership Luncheon.
- Explore regional tourism marketing co-op.
- Refer visitors to www.clearlakearea.com, www.visitbayareahouston.com and www.visitleaguecity.com
- Display visitor information in the Chamber lobby on area events and attractions.
- Support Buy Into Bay Area by increasing awareness of special events, attractions and accommodations unique to our community.
- Partner to help promote the Christmas Boat Lane Parade.
- Promote Annual State of the Bay tourism address.
- Provide timely articles on the tourism industry to use on social media posts.
- Grow industry memberships by generating leads for Director of Membership.
- Host educational session for city elected officials on maximizing hotel occupancy tax dollars.
- Meet with the local cities to develop a partnership on regional marketing initiative for tourism.



Quality of Life
Key Performance Area



Chair Kelly Page
Barrios Technology



Community Key Performance Area

The Chamber collaborates and partners with a variety of stakeholders within the community. The Chamber brings government (local, state, and federal levels), business & industry and community / nonprofit organizations together to advocate, develop, and implement public policy that supports the Chamber's mission. In doing so, the Chamber also educates and informs its members regarding relevant public policy and serves as a strong voice for its members.

Government Affairs Division

Organizational Priorities: Government

The mission of the Government Affairs Division is to maintain strong relationships with government entities and elected officials, advocate for the Chamber's priorities, and educate Chamber members on the government issues affecting the community and their businesses. The Government Affairs Division will accomplish its mission through a variety of activities and initiatives, including the following:

Advocate

- Advocate on regional issues including the Coastal Spine Initiative, business and residential insurance, transportation/infrastructure, K-16 Education, the NASA/Johnson Space Center, Ellington Airport and other matters affecting the region.
- Identify and amplify issues impacting the region's key industries.
- Develop key public and private contacts with local, regional, state and national representatives and stakeholders to strengthen relationships, provide resources and promote effective advocacy.
- Support efforts of local, state and federal government entities to promote infrastructure improvements necessary to ensure the quality of life in Clear Lake Bay Area Houston.
- Partner with BAHEP on Clear Lake/Bay Area Houston Day at the Capitol.

Collaborate

- Collaborate with our partners on a regional agenda to educate government officials and their staff on the Chamber's positions through personal visits and other forms of communications.
- Maintain coalitions with Bay Area Houston Economic Partnership, BAYTRAN, Greater Houston Partnership, Texas Association of Business, and the United States Chamber of Commerce, as well as area cities on issues of common interest.
- Work with BAHEP to create and promote the 90th Legislative Agenda.
- Co-host with regional chambers on the annual Harris County Precinct 2 Luncheon.
- Co-host with BAHEP a Candidates' Forum for the county, state and federal elections.
- Promote and attend BAHEP's Annual Citizen's for Space Exploration trip in Washington D.C.

Communicate

- Distribute communications from other organizations to update our members on public policy issues affecting business (such as Federal, State and local elected officials, U.S. Chamber, Texas Association of Business, Texas Chamber of Commerce Executives, Gulf Coast Chamber Executives, Greater Houston Partnership, etc).
- Conduct timely meetings to educate Chamber members on government issues and provide political updates relevant to the business community.
- Encourage members to identify local, state and national issues of importance to the Clear Lake Area Chamber membership.
- Create awareness of public policy issues supported by the Chamber.
- Participate in a public affairs podcast featuring legislative updates, elected officials and other public entities, and industry leaders.



Industry Liaison Dave Whitlock,
Amentum



Community Key Performance Area

Aerospace

Organizational Priorities: Industry

The mission of the Aerospace & Aviation Industry Liaison is to increase public awareness and support for the space industry. The Aerospace & Aviation Liaison will accomplish the mission through a variety of activities and initiatives, including the following:

SERVICES:

- Provide timely updates to the Board of Directors regarding state of the industry, advocacy issues, and economic impact.
- Conduct industry related focus group for awareness of industry needs.
- Serve as a representative and promote the Citizens for Space committee and advocacy trip.
- Reach out to aerospace members to invite them to events and the Citizens for Space Exploration trip to increase engagement.
- Provide timely articles on the space industry to use on social media posts.
- Grow industry memberships by generating leads for Director of Membership.
- Collaborate with the Government Affairs Division Chair on aerospace initiatives.
- Participate in a podcast with the Programs Division Chair and Government Affairs Chair.



Industry Liaison Patrick McAndrew,
True North Marine

Marine

Organizational Priorities: Industry

The mission of the Marine Industry Liaison is to increase public awareness of the excellent marine businesses, services and water activities available on Clear Lake and Galveston Bay, as well as promote the local marine industry, marine related events, water safety, boating education and environmental awareness. The Marine Liaison will accomplish the mission through a variety of activities and initiatives, including the following:

SERVICES:

- Provide timely updates to the Board of Directors regarding state of the industry, advocacy issues, and economic impact.
- Participate in a "Clear Lake Area Industry" podcast to provide viewers/listeners with business innovation, best practices, economic and workforce updates within the marine industry.
- Host a group to assess and address physical conditions in local waterways, enhancing the boating experience and increasing the appeal of boat ownership.
- Emphasize workforce need for marine service industry and sponsor training with local community colleges and school districts, (College of the Mainland, San Jacinto College and Clear Creek ISD).
- Explore bringing the American Boat & Yacht Council 3-day certification course to the Clear Lake Area.
- Assist in the planning for the annual Christmas Boat Lane Parade. Support Buy Into Bay Area by connecting with marine related businesses and organizations.
- Grow industry memberships by generating leads for Director of Membership.
- Support the efforts of the Citizens Against Derelict Dumping.



Community Key Performance Area

Petrochemical

Organizational Priorities: Industry

The mission of the Petrochemical Industry Liaison is to increase public awareness of the innovative scientific, engineering and technology advances in the petrochemical industry as well as the economic and workforce development impact in the Clear Lake/Bay Area Houston Region. The Petrochemical Liaison will accomplish the mission through a variety of activities and initiatives, including the following:

SERVICES:

- Provide timely updates to the Board of Directors regarding the state of the industry, advocacy issues, and economic impact.
- Share regulatory information that impacts the petrochemical industry along with industry innovations around sustainability.
- Participate in a “Clear Lake Area Industry” podcast to provide viewers/listeners with business innovation, best practices, economic and workforce updates within the petrochemical industry.
- Grow industry memberships by generating leads for the Director of Membership.



Chair Christina Thompson
Freeman Library

Nonprofit Engagement Committee

Organizational Priorities: Nonprofits

- Provide personal and professional development for nonprofit professionals through speakers, round table discussions and networking opportunities specific to the nonprofit sector.
- Host annual Volunteer of the Year Awards Breakfast honoring local nonprofit volunteers and encourage members to attend.
- Host annual Business After Hours showcasing nonprofits.
- Host quarterly Executive Director Luncheons.
- Host monthly Nonprofit Committee Meetings.
- Explore creating a half day Nonprofit Leadership Program.

2026 EVENTS CALENDAR

Epicurean Evening “Taste of Space”

Space Center Houston

Thursday, January 29: 6:30 p.m. - 9:00 p.m.

Women's Engagement Market & Luncheon

Location TBA

Thursday, February 12: 10:00 a.m.-1:00 p.m.

Golf Tournament

Bay Oaks Country Club

Monday, March 30: 10:00 a.m.

CCISD Trustees Candidates Forum

Nassau Bay City Hall Council Chambers

Thursday, April TBA: 5:00 p.m.

Volunteer of the Year Breakfast

South Shore Harbour Country Club

Wednesday, April 15: 8:30 a.m.-10:00 a.m.

Business & Wellness Expo

Gloria Dei Lutheran Church Life Center

Wednesday, April 22: 11:00 a.m.-5:00 p.m.

Bowling Tournament

Bowlero Webster

Thursday, June 4: 6:00 p.m.

Women's Engagement Market & Luncheon

Location TBA

Thursday, June 11th: 10:00 a.m.-1:00 p.m.

New Teachers' Luncheon

South Shore Harbour Resort

Wednesday, July 29: 11:00 a.m.

Harris County Precinct 2 Multi-Chamber Luncheon

Location TBA

Thursday, September 3rd: 11:00 a.m.

Women's Engagement Market & Luncheon

Location TBA

Thursday, September 10th: 10:00 a.m.-1:00 p.m.

Chairman's Ball

South Shore Harbour Resort

Friday, October 2: 6:30-11:00 p.m.

Salute to Veterans & First Responders Luncheon

Landry's Kemah Boardwalk

Friday, November 6: 11:00 a.m.

Christmas Boat Lane Parade

on Clear Lake

Saturday, December 12: 6:00 p.m.

Chamber Holiday Open House "Come & Go"

Chamber

Thursday, December 17: 5:00 p.m.-7:00 p.m.

Make the most of your membership investment!
Schedule a meeting with us to discuss
your 2026 sponsorship strategy to set up YOUR
business for success.

Monthly & Quarterly Events

BUSINESS AFTER HOURS

(free for chamber members)

Dates and locations vary, check

Chamber calendar on clearlakearea.com

BUSINESS DEVELOPMENT SEMINARS

(free for chamber members)

First Tuesday of the month at the Chamber

(except January, July, September)

Breakfast Sponsorship Available

GENERAL MEMBERSHIP LUNCHEON

(\$40 pre-paid reservation)

Last Wednesday of the month

(except July, November and December)

SPONSOR LEVELS: \$250-\$1,000

YOUNG PROFESSIONALS

First Wednesday of the month Lunch Bunch networking activity with other professional development activities throughout the year (Dutch treat)

NONPROFIT ENGAGEMENT COMMITTEE

(free for nonprofit chamber members)

Third Wednesday of the month

EXTREME SPEED NETWORKING

(free for chamber members)

Quarterly opportunities to network with other members

EDUCATION/GOVERNMENT AFFAIRS DIVISIONS

(\$26 pre-paid reservation)

Quarterly Lunch & Learn with informative programs

SPONSOR LEVEL: \$500

DIPLOMATS COMMITTEE MEETING

Last Thursday of the month at the Chamber

Breakfast Sponsorship Available

Follow us
@clacctx to
stay up to date
on Chamber
events



TikTok

WWW.CLEARLAKEAREA.COM

Stay Informed!

STAY INFORMED!

Connecting is Easy

Whether it be social media or email; with us, it is easy to stay in the loop. Don't be afraid to ask questions! That's WHAT WE ARE HERE FOR!

ClearLakeArea.com

For the most up to date information on future programs and events, visit us at ClearLakeArea.com.

Weekly Window

Every Monday morning E-Blast and on our social media... stay informed on issues related to business success, weekly events and future programing.

Monthly E-Blast

Mid-month E-blast to 2,100+ with events, news and deals from members.

Podcasts

- Found anywhere you get podcasts plus www.clearlakearea.com, Facebook and YouTube/ clacctx
- Clear Lake Connections-Check out our weekly podcast showcasing the people behind the businesses of Clear Lake/Bay Area Houston
- Chamber Champions-Engaging the membership on the many things the chamber does to support our mission including industry updates and talking with leaders in Arts, Education and Government
- Chamber Chat-Chamber history and fun stories told by Cindy and Shari

Social Media

Follow us & Stay Updated!



STAFF

CINDY DEWEASE, IOM

Chief Executive Officer

cindy@clearlakearea.com
Foundation 501(c)(3)
Leadership Clear Lake
Regional Tourism Initiative

SHARI SWEENEY, IOM

President

shari@clearlakearea.com
Operations
Programs

MELISSA CAYLOR

Vice President

melissa@clearlakearea.com
Events
Programs

WENDY ALLEN

Member Services Coordinator

wendy@clearlakearea.com
Member Connections
Business Development Programs

ANITA DEWEASE

Accounting Specialist

accounting@clearlakearea.com
Monthly Financial Report
Annual Audit/Review

KATHRYN TIJERINA

Director of Membership

kathryn@clearlakearea.com
Ribbon Cuttings & Onboarding
Higher Level Investors