

FIRST COAST HISPANIC  
CHAMBER OF COMMERCE

# 2011

## Member Services Guide



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P.O. Box 57972  
Jacksonville, FL 32241  
Email > [fchcc@fchcc.com](mailto:fchcc@fchcc.com)  
Website > [www.fchcc.com](http://www.fchcc.com)

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# Table of Contents

Welcome to FCHCC.....	3
Introduction .....	4
FCHCC Structure .....	4
Chamber History .....	4
Statistics.....	5
New Membership and Annual Fees .....	5
Membership Renewal.....	6
Sources and Uses of Funds.....	7
Governance .....	7
Operations .....	8
Volunteers.....	8
Committees – Get Involved Today .....	9
General Committee Guidelines .....	11
Committees Composition .....	11
Board and General Membership Meetings.....	12
Program/ Activity/Event-Specific Orientation Materials .....	12
Events and Activities .....	12
Social Networking .....	13
Planning and Budgeting.....	13
Conclusion.....	14

# Welcome to FCHCC

*Now that you've sign up, where do you go from here?*

First Coast Hispanic Chamber of Commerce (FCHCC) thanks you for becoming a part of our dedicated organization.

Our membership consists of business owners, professionals, community leaders and government officials who are committed to working together to enhance and improve our community.

As the voice for business, we believe the effectiveness and success of the Chamber depends on our credibility and the accurate representation of the Hispanic community's business interests. With your help, we can be that much more representative, credible and effective. Together we can support business and community interests, objectives, and priorities. **Our mission is to:**

- *Encourage and promote sound, ethical, and successful business practices in the Hispanic community*
- *Maintain our Hispanic heritage through educational endeavors*
- *Promote business opportunities through social interaction among our community*
- *Promote the welfare and growth of Hispanic businesses utilizing our strength in numbers and unity*
- *Promote unity among our distinct Hispanic cultures*
- *Join together all Hispanic Americans as ONE*

We look forward to serving your needs and representing your interests. Thank you for joining. Your participation and feedback are encouraged and welcomed.

Sincerely,

*FCHCC Board of Directors*

## Officers:



**Ed Perez**  
*President*



**Betzy Santiago**  
*Immediate Past President*



**Carmen Rosa-Brooks**  
*Secretary*



**Angela Tharp**  
*Treasurer*

## Directors:



**Rebecca Black**



**Idania Lizano**



**Annie Grogan**



**Pedro Rosales**

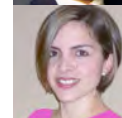
## Directors (cont'd):



**Carlos Bouvier**



**Marino Rodriguez**



**Romina Rivera**



**Cristina Gonzalez-Parcell**



**Luis Vienrich**



**Laura Zablah**

## Staff:



**Kim McDougal**  
*Interactive Web / Design Manager*



**Angelica Guardia**  
*Executive Assistant*

## Introduction

FCHCC continues its long-standing position as the First Coast's voice for Hispanic businesses. The Chamber operates like any business – focusing on strategic goals and measuring every aspect of its performance.

This Member guide is a resource for our leadership, committee chairs, staff and hundreds of volunteers who are devoted to the successful execution of the Chamber's mission. It is dedicated to the notion that a common understanding of the role and methods of the Chamber and its components, will lead to a satisfying and productive experience for all who are engaged and committed to helping the First Coast become a better place to work and live!

## FCHCC Structure

FCHCC is an independent association incorporated in the state of Florida. The Chamber's IRS tax designation is under Section 501c (6).

FCHCC also has a 501c (3) Community Development Fund to support programs such as our annual "Achieving the Dream Scholarship".

FCHCC is proud to be a member of the following organizations, but is completely independent:

- *Jacksonville Chamber of Commerce*
- *Florida State Hispanic Chamber of Commerce*
- *Jacksonville and the Beaches Convention and Visitor's Bureau*
- *United States Hispanic Chamber of Commerce*

## Chamber History

The roots of the current Chamber go back many years. In 1992, a small group of Hispanic business leaders undertook the task of organizing and unifying the Hispanic business community. Hispanic American Business Association (HABA) was formed and immediately began to advocate for Hispanic business and to promote the region's rich Hispanic culture and heritage.

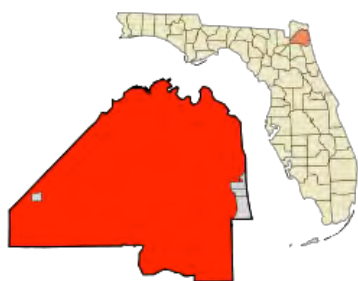
In early 2003, the organization was renamed the First Coast Hispanic Chamber of Commerce. FCHCC is northeast Florida's strong, unifying voice to promote and encourage Hispanic business throughout the region. The organization increases state and national influence for our members through affiliations with the Florida State Hispanic Chamber of Commerce and the U.S. Hispanic Chamber of Commerce.

## Statistics



**Jacksonville** is the largest city in the [U.S. state](#) of [Florida](#) in terms of both population and land area, and the [largest city by area](#) in the [continental United States](#).<sup>1</sup> It is the [county seat](#) of [Duval County](#), with which the city government [consolidated](#) in 1968. The consolidation gave Jacksonville its great size and placed most of its [metropolitan population](#) within the city limits; with a population of 821,784, it is the most populous [city proper](#) in Florida and the [eleventh most populous](#) in the United States. Jacksonville is the principal city in the [Greater Jacksonville Metropolitan Area](#), a region with a population of more than 1,313,228.

### Jacksonville Demographics



2010 Census	Jacksonville	Duval County	Florida
Total population	821,784	864,263	18,801,310
Population, percent change, 2000 to 2010	11.70%	11.00%	17.60%
Population density	1,100.1/sq mi	1,133.9/sq mi	350.6/sq mi
White or Caucasian (including White Hisp.)	59.40%	60.90%	75.00%
(Non-Hispanic White or Caucasian)	55.10%	56.60%	57.90%
Black or African-American	30.70%	29.50%	16.00%
Hispanic or Latino (of any race)	7.70%	7.60%	22.50%
Asian	4.30%	4.20%	2.40%
Native American or Native Alaskan	0.40%	0.40%	0.40%
Pacific Islander or Native Hawaiian	0.10%	0.10%	0.10%
Two or more races (Multiracial)	2.90%	2.90%	2.50%
Some Other Race	5.20%	3.90%	3.60%

<b>Government</b>	
- Type	Mayor-Council
- Mayor	Alvin Brown (D)
- Governing body	Jacksonville City Council
<b>Area</b>	
- Consolidated city-county	885 sq mi (2,292.15 km <sup>2</sup> )
- Land	767 sq mi (1,986.53 km <sup>2</sup> )
- Water	116.6 sq mi (302.1 km <sup>2</sup> )
Elevation	16 ft (5 m)
<b>Population (2010)<sup>[1]</sup></b>	
- Consolidated city-county	821,784 (11th)
- Density	1,061.6/sq mi (409.89/km <sup>2</sup> )
- Urban	913,125
- Metro	1,525,228

In 2000, the median household income was \$40,316, and the median income for a family was \$47,243. Males had a median income of \$32,547 versus \$25,886 for females. The per capita income for the city was \$20,337. About 9.4% of families and 12.2% of the population were below the poverty line, including 16.7% of those under age 18 and 12.0% of those age 65 or over.

As of the 2006–2008 American Community Survey, 88.1% of Jacksonville's population age five and over spoke only [English](#) at home while 5.2% of the population spoke [Spanish](#) at home. About 3.2% spoke other [Indo-European languages](#) at home. About 2.5% spoke an [Asian language](#) at home. The remaining 0.9% of the population spoke other languages at home.

<sup>1</sup> From Wikipedia, the free encyclopedia

## New Membership and Annual Fees

Member fees are non-refundable<sup>2</sup>, paid in advance and good for one year from the date the application is approved. There are multiple levels of membership and fees as described below:

### Membership Levels

- \$1,000 Major Corporation—*100 employees and more* (LC) <sup>1</sup>
- \$500 Mid-size Business—*51 to 99 employees* (MSB) <sup>2</sup>
- \$200 Small Business—*1 to 50 employees* (SB) <sup>3</sup>
- \$70 Individual (IM)<sup>4</sup>
- \$70 Non Profit Organization (NP)
- Free Student (SC)

[Credit Card/PayPal processing fee: <sup>1</sup>\$29.30, <sup>3</sup>\$14.00, <sup>2</sup>\$6.10, <sup>4</sup>\$3.00]

**Trustee Programs.** FCHCC offers First Coast businesses the opportunity to enter into a partnership with the Chamber. Businesses will gain brand recognition and exposure in the Hispanic community while facilitating FCHCC's operations at its maximum potential. For a complete list of trustee benefits, visit the "[Become a Trustee](#)" section of the Chamber website. The levels of the trustee programs are as follows:

- \$5,000 – Platinum Trustee Level (PTL)
- \$2,500 – Gold Trustee Level (GTL)
- \$1,500 – Silver Trustee Level (STL)

To become a member, an applicant completes the online [Membership Application](#) or the application found on the FCHCC brochure and selects a method of preferred payment. Additionally, each applicant, upon acceptance to the Chamber, certifies that they will abide by FCHCC by-laws, any amendments adopted during membership, and will promote its Mission Statement.

Application requests typically take a few business days to process. During this time, the application form is verified and checked for completeness and accuracy. Upon approval and receipt of membership payment, the applicant will be notified by a welcome email and a link to this document on the FCHCC website. If the application is disapproved, a Membership Committee member will contact the applicant to explain the reasons for the decision.

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<sup>2</sup> In no event shall the annual membership fee paid to the Chamber be refunded or returned in whole or in part to a resigning or separating member, unless a refund is approved by the majority of the entire Board.

## Membership Renewal

FCHCC membership fees are renewed annually during January 1<sup>st</sup> to December 31<sup>st</sup> each year<sup>3</sup>. Membership fees, upon joining the Chamber, are good for 12 months and pro-rated quarterly in the following year through December 31<sup>st</sup>. From that point on, annual membership fees will be due on a regular cycle every January 1<sup>st</sup>. The following example, using an individual membership of \$70, serves to explain how this process works:

Year	Date Paid	Fee Period	Amt Due
2008	11/1/08	11/1/08 – 10/31/09	\$70.00
2009	11/1/09	11/1 – 12/31/09	\$17.50
2010	1/1/10	1/1 – 12/31/10	\$70.00

Approximately 90 days prior to the membership due date, the member will receive a reminder notice from the Membership Committee and an invoice from the Executive Assistant. Payments can be submitted online using the FCHCC [Membership Renewal](#) form or by check payable to FCHCC at the following address:

FCHCC  
P.O. Box 57972  
Jacksonville, FL 32241

## Sources and Use of Funds

The Chamber's primary revenue sources are:

- Membership investments (dues)
- Admission/participation fees for events and activities

The Chamber's expenses include:

- Payroll to its Staff
- Website upgrades, updates, and maintenance
- Costs of certain events, programs, and community outreach
- Printing and promotion of FCHCC to community
- Administrative expenses, among others

## Governance

The Chamber is comprised of a dedicated Board composed of the following Officers and Directors:

1. President; Immediate Past President and President-Elect
2. Two Vice-Presidents (First and Second)

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<sup>3</sup> Members are allowed a 30-day grace period to pay their dues and remain active members.

3. One Secretary
4. One Treasurer
5. Three to seven Directors without title, elected at large
6. The President, Past President, President Elect, Vice-Presidents, Secretary and Treasurer shall be described collectively as “The Officers”
7. The Officers and the Directors at Large acting together constitute the Board of Directors.

The Board members serve without compensation. The term of office for all Board Members is one year commencing January 1. All Officers and At-Large Directors may serve only three consecutive one-year terms of office as a member of the Board, unless agreed otherwise by a majority vote of the Board. In order to qualify as a candidate for election to the Board, the member must be in good standing for six months prior to the election. The elected Board of Directors is announced at the Annual General Membership meeting in December.

Current information on the Board of Directors is maintained on the [Chamber website](#).

## Operations

Chambers around the country use a variety of operational models. They range from no staff and all volunteers to large professional staffs. FCHCC relies heavily on volunteers for advice, support, expertise and community leadership. It also relies on a small administrative-paid staff and the hard work of its volunteers who are accountable for most program delivery and execution.

The Executive Committee and the full Board adopt an annual business plan and budget, which they, the members and volunteers execute. The Board meets monthly to review and discuss topical issues, plan events and carry out the annual plan.

## Volunteers

There are many ways to help fulfill the Chamber’s mission. Several, including the Chamber Board of Directors, have already been mentioned. Many of the Chamber’s programs, initiatives and events benefit from the time, energy, enthusiasm and skill of voluntary advisory committees.

With an all voluntary Board of Directors, the FCHCC calls upon volunteers to lend a helping hand. For example, volunteers are welcomed and needed for:

- The programs and education committee
- Scholarship and marketing projects
- Community outreach and events
- Member and/or potential member contacts

You do not need to speak Spanish to volunteer.

Please get involved today. Your help really makes a difference. To find out more about volunteer opportunities and how you can join our efforts, please fill out the [Application for FCHCC Committee Volunteer Service](#).

## Committees –Get involved today

Currently, FCHCC has 9 committee, each performing functions specific to the mission and general welfare of the Chamber. The roles of each committee are explained below:

1. **Executive Committee.** The primary role of this committee is to review and suggest amendments, revisions and updates to the chamber’s governing documents, develop annual strategic plans and proposals to support the association’s activities.
  - The Board or the President, with the approval of the majority of the Board, will create and assign duties to any special committee as the need arises.
  - Each committee will report to the Board on the activities and goals of the committee.
  - Each committee will cooperate and coordinate its activities, with other committees whose responsibility may overlap.
2. **Education Committee.** The primary role of this committee is to plan and develop education and training programs to meet the needs of the FCHCC members and the Hispanic community. The vision of the FCHCC Education Committee is to lay the foundation to integrate education and learning as one of the core principles or milestones in order to encourage changes in behavior that will create a more sustainable future in terms of environmental integrity for our community, economic viability for our members, and a just society for present and future generations and participates in selection committee for Achieving the Dream Scholarships.
3. **Programs Committee.** The primary role of this committee is to strengthen the Chamber’s brand through careful and thoughtful event planning and logistics management. This committee ensures that all Chamber-sponsored events reflect the highest professional standards set forth by our members. Chamber events include

monthly networking opportunities, multi-chamber activities and others, as determined and approved by the Board.

4. **Community Outreach Committee.** The primary role of this committee is to foster positive relationships, connections, partnerships and programs between businesses, Non-Profit, and other community groups and organizations in the Jacksonville area. This committee is specifically dedicated to promoting the Hispanic Heritage and Business through outreach to other cultural business organizations and to our multicultural community at large. The committee will keep FCHCC members informed of developments in these areas.
5. **Membership Committee.** This committee is responsible to assist in the education, growth and perpetuation of the Chamber's membership. Their charge is to promote, review and verify applications made for membership to our association. It is the duty of the Membership Committee to make recommendations on the factual worthiness of an application to the sitting Board of Directors, and communicate with the applicants as to their membership status.  
*Note: It is not the duty of the Membership Committee to accept or reject applications. It is, however, their duty to notify the Board in the event that there is no opening within the classification requested for the application.*
6. **Public Relations Committee.** The primary role of this committee is to create brand recognition and awareness for FCHCC to both members and non-members and informs and communicates FCHCC business happenings with local media partners.
7. **Achieving the Dream Committee.** The primary role of this committee is to plan and execute logistics with local partners for the Achieving the Dream Scholarship luncheon. Engages guest speaker, solicits sponsorships, communicates activity, and facilitates event.
8. **Interactive Communications Committee.** The primary role of this committee is to manage the daily flow of the FCHCC website including: content updates, reporting, programming, and ensures site is continuously operational. Oversees social media. Produces all electronic communications to members and subscribers (i.e., eInvitations, eNewsletters, annual survey, etc.). In charge of social networks and also, assists with designing marketing materials for website use. Must possess advanced HTML and ASP knowledge for this committee.
9. **Political Affairs Committee.** The primary role of this committee is to engage and educate the community in government issues and

government's (local, state and federal) impact on businesses and personal growth.

## **General Committee Guidelines**

All the committees serve in an advisory capacity to Chamber leadership and staff regarding the planning and execution of various Chamber programs, initiatives and events.

Committee chairpersons lead committee meetings and appoint sub-committees. Committee members may provide input on financial issues associated with their activity and may even generate revenue (by selling sponsorships and the like). Committees are not, however, “responsible” for the budget.

Committees often recommend venues, formats, duration, speakers, themes, topics, menus, etc., for events – or strategies, objectives, milestones, and methods for programs and initiatives. Committee participants also provide needed manpower to execute events and support in promoting them.

## **Committees Composition**

The Board of Directors or the President of the Chamber may create advisory committees, appoint persons to serve on them and recommend appointment of chairpersons of such committees from among the members.

Committee chairs must be approved and invited to serve by the Executive Committee. Representatives of member companies in good standing who are interested in becoming involved on a committee should express interest to Chamber staff. We encourage interested individuals to provide background information on their past Chamber involvement and experience and any expertise or special skills they can offer, along with the factors motivating their interest.

A few committees, such as sub-committees, are self-perpetuating, but the Executive Committee or President determines most committee assignments. With few exceptions, assignments are renewable for three years depending upon needs and circumstances. Committee chairs are appointed annually.

In recommending committee appointments, the Chamber strives to optimize several variables:

- Create opportunities for as many interested individuals as possible
- Invigorate committees with fresh perspectives and new ideas
- Capitalize upon the wealth of talent and energy among the membership

- Ensure continuity of purpose and quality of programming
- Keep committees manageable and engaged
- Develop select Chamber volunteer leaders to take on roles of increasing responsibility

While there are no absolutes, the Chamber tries to size committees and task forces based on the scope and breadth of work to be accomplished. All else being equal, working groups of 6-10 people are generally the most productive. A wide variety of committee sizes can be found in the Chamber.

## **Board and General Membership Meetings**

The Board meets once a month at a specified time and location set forth by the President. Board meetings are open to the general membership as well as nonmembers, at the discretion of the Board.

A quorum of 50% + 1 of the Board of Directors shall be required to conduct Chamber business.

The Annual General Membership meetings are held in December of each year. The elected Board of Directors will be announced at the Annual General Membership meeting in December.

## **Member Benefits and Resources**

The Chamber offers a rich source of resources available on our website for all our members at no charge. Examples include:

- [Job Opportunities](#) – free postings on the Chamber’s website
- [FCHCC Newsletter](#) – free access to a wealth of business information
- [Statistics and Data](#) – demographic information of local area
- [Inside the Chamber](#) – latest happenings within the Chamber
- [Business Links](#) – important business information
- [Member to Member \(M2M\) Benefits](#) – Discounts from member businesses to other member businesses
- [Member Spotlight](#) – business members doing extraordinary work for the Chamber and community
- [Media Room](#) – Press releases, FCHCC videos (i.e., Achieving the Dream)



## Events and Activities

The Chamber executes a wide variety of events and activities throughout the year. They range from large, complex, and expensive events like the Achieving the Dream Scholarship Luncheon and Multicultural Mixers to smaller affairs like the monthly networking meetings. Events serve three primary purposes in satisfying the overall mission of the Chamber:

- Events provide an avenue for fulfilling one or more of our many objectives such as advocacy, networking, recognition, economic development and information sharing.
- Some events generate (admission/participation) revenue. The revenue generated by any single event covers or in most cases, defrays the cost of executing the event. While the Chamber does not exist to generate profit, occasionally, revenue may exceed cost. When this happens profit earned is assigned to further FCHCC's goals such as promoting the education and well-being of Hispanics.
- Events provide a venue for individuals and corporate members to network. During these events, members can market and promote themselves and their products to various target audiences all while demonstrating support of the Chamber's mission.

## Social Networking

FCHCC on [Facebook](#), [LinkedIn](#), and [Twitter](#)! If you want to continue to build connections and re-enforce relationships, join our social media pages. The FCHCC website, e-Newsletters, and networking events will continue to be the primary vehicles used to communicate with members and friends. Our social networking sites will provide an added opportunity for building your business contacts.

## Planning & Budgeting

Periodically, the Chamber surveys its members and other constituents relative to priorities, successes, quality of service and the like. It then develops and implements plans to address those needs. The Board then proposes an annual business plan corresponding budget to the President. The end result of this process directs the resources and efforts of Chamber volunteers and staff for one year.

The Chamber's fiscal year starts on January 1<sup>st</sup> and ends on December 31<sup>st</sup>.

Preparation of the annual budget entails many hours of painstaking analysis and discussion, and many difficult decisions regarding sources and use of funds. In the end, the budget represents the best effort of the staff and leadership to optimize the many trade-offs to achieve the Chamber's

mission with the resources available. Once approved, the Board holds staff accountable for compliance and execution.

It is important to remember that each activity – while important – is one square in the larger quilt of the Chamber’s total mission. Many years of experience and considerable thought goes into the composition of the “quilt.” Budget input from committee members is welcome but we ask that committee members understand:

- The activity calendar and budget for the current year was generally established months earlier and is not likely to be very flexible – therefore, budget input will most likely be considered for the subsequent year, and
- Of necessity, budgetary trade-off decisions are made by individuals focused on the big picture – the total mission of the Chamber. This is accomplished via the process outlined above.

## **Conclusion**

It is the FCHCC’s vision to be the Hispanic Business Organization of Influence in Northeast Florida whose actions contribute to the continuous creation of higher standard of living and quality of life in our community.

We look forward to joining hands with all our members on behalf of the Hispanic Business Community in the Jacksonville area.

# 2011

## FIRST COAST HISPANIC CHAMBER OF COMMERCE



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