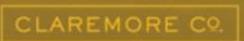
PLAYBOOK



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CLAREMORE Cº.

WHY WE CREATED A PLAYBOOK

Playbooks are designed to equip teams with a plan for every situation, putting them in the best position for success. Just like a team needs a play for every down and distance, we need a plan for our process and purpose.

Contained in this document is a clear focus for each aspect of our work with guiding principles for moving our city forward and developing the next generation of leadership.

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1. MISSION, VISION, & VALUES



CLAREMORE COLLECTIVE

is a group of diverse young professionals and next-level talent assembled as one voice to move our city forward.

WE ARE ORGANIZED

into work crews each with a specific purpose and focus.

OUR LEADERSHIP TEAM

guides our work crews and directs the organization in attracting young professionals and developing the next generation of leadership.

PLAY BOOK CLAREMORE COLLECTIVE



1. WE LEAD WITH GENEROSITY This inward attitude drives remarkable results and outcomes.

2. WE ARE CONTRIBUTERS NOT CONSUMERS

Ask not what your city can do for you, but what you can do for your city.

3. WE BYPASS GOOD IN PURSUIT OF GREAT

Clear boundaries allow us to be distinctive, direct, and impactful.

4. NEGATIVES GO UP, POSITIVES COME DOWN

Frustrations are resolved only when presented constructively to leadership.

2. ROLES & RESPONSIBILITES

Claremore Collective is governed by a **LEADERSHIP TEAM** comprised of an **EXECUTIVE COMMITTEE**, **CREW LEADERS**, and **CO-CREW LEADERS**. The Claremore Collective **EXECUTIVE DIRECTOR** is an ex-officio non-voting member of the Leadership Team.



2018 CLAREMORE COLLECTIVE LEADERSHIP TEAM

EXECUTIVE COMMITTEE: Matt Ballard, Chair / Dani Munroe, Chair-Elect ARTS & ENTERTAINMENT: Robert Melton, Crew Leader / Jenni Bruner, Co-Crew Leader ATTRACTION: John Ray, Crew Leader / Jonathan Eslick, Co-Crew Leader DEVELOPMENT: Jerrad Coots, Crew Leader / Kevin Fortna, Co-Crew Leader GOVERNMENT RELATIONS: John Feary, Crew Leader / Adam McCreary, Co-Crew Leader NEXT GEN LEADERSHIP: Travis Peck, Crew Leader / Ellie Lillie, Co-Crew Leader EXECUTIVE DIRECTOR: Meggie Froman-Knight

2018 CLAREMORE COLLECTIVE LEADERSHIP TEAM

NAME	TITLE	ORGANIZATION	PHONE	EMAIL
Matt Ballard	District Attorney	OK District 12	918-231-2710	matt.ballard@dac.state.ok.us
Jenni Bruner	Creative	Adventure Signs	918-946-5687	jennibruner@gmail.com
Jerrad Coots	Insurance Agent	Burrows & Burrows Insurance Agency	918-760-3541	jcoots@burrowsagency.com
Jonathan Eslick	Sales/Office Manager	Claremore Fence Co	918-638-5528	jonathan@claremorefence.com
John Feary	Executive Director	CIEDA	918-671-8784	john@growclaremore.com
Kevin Fortna	Owner	Fortna CPA	918-637-5038	kevin@fortnacpa.com
Meggie Froman- Knight	Executive Director	Claremore Collective	918-798-8809	director@claremorecollective.com
Ellie Lillie	Sales Support Specialist	HydroHoist Boat Lifts	918-443-0190	elillie@boatlift.com
Adam McCreary	Government Relations	Cherokee Nation Businesses	918-697-1163	adam.mccreary@cn-bus.com
Robert Melton	General Manager	Melton Sales & More Claremore	918-720-6148	rm2@meltonsales.com
Dani Munroe	Director of Marketing	Pelco Structural	918-902-1903	danialle.munroe@pelcostructural.com
Travis Peck	Director of Sales & Marketing	MoreClaremore.com	918-640-2983	travis@moreclaremore.com
John Ray	Campus Pastor	DestinyLife Church	918-341-1765	johnray@dlc.tv

3. PROGRAMS & INITIATIVES

WHERE THE RUBBER MEETS THE ROAD

CLARMORE COLLECTIVE IS ORGANIZED INTO WORK CREWS EACH WITH A SPECIFIC PURPOSE. EACH CREW HOLDS MONTHLY MEETINGS, ORGANIZES INITIATIVES, HOSTS EVENTS, PROMOTES VOLUNTEER OPPORTUNITIES

- 1. ATTRACTION "The People People"
- 2. ARTS & ENTERTAINMENT "The Creative Catalysts"
- **3. DEVELOPMENT** "The Visionaries"
- 4. GOVERNMENT RELATIONS "The Advocates"
- 5. NEXT GEN LEADERSHIP "The Take-Charge People"



4. 2018 MONTHLY MEETINGS

LEADERSHIP TEAM

Meets Second Thursday Bi-Monthly at North Block Common Noon - 1pm

March 15 th	
May 10 th	
August 9 th	
October 11 th	
December 13 th	

ARTS & ENTERTAINMENT

Meets Quarterly for the Culture Crawl, focused on different districts in Claremore.

March 1 st	September 2018
May 2018	November 2018

ATTRACTION

Meets the First Thursday for the Monthly Mixer, usually at North Block Common from 5 p.m. - 6:30 p.m.

February 1 st	August 2 nd
March 8 th	September 6 th
April 5 th	October 4 th
May 3 rd	November 1 st
June 7 th	December 6 th

DEVELOPMENT

Meets First Thursday Monthly at North Block Common Noon - 1pm

February 1 st	August 2 nd
March 8 th	September 6 th
April 5 th	October 4 th
May 3 rd	November 1 st
June 7 th	December 6 th

GOVERNMENT RELATIONS

Meets quarterly, addressing all levels of issues that affect young professionals and the future growth of Claremore.

February – Social Media Voter Registration Campaign	Early Fall 2017 - Candidate Forum
April 26 th – Gubernatorial Candidate Forum	Late Fall 2017- State Question

NEXT GEN LEADERSHIP

Meets Quarterly with locations varying. For event details, or to be added to their email list sign up at claremorecollective.com

April 2018	August 2018
June 2018	October 2018

5. FEEDBACK LOOPS AND COMMUNICATION

MONTHLY LEADERSHIP TEAM MEETINGS provide opportunities for the executive committee and work crews to present updates, resolve business, and coordinate efforts. Addressing all needs in a proactive manner keeps the organization nimble and progressive.

THE EXECUTIVE DIRECTOR OVERSEES THE OPERATIONS OF CLAREMORE COLLECTIVE

EVENT PLANNING & EXECUTION

Manage all events, programs and initiatives of the association. Assist volunteer leadership to conceptualize new events, coordinate logistics, market programs, and support each event by printing of guest lists, name badges, setting up, breaking down and maximizing member experiences to ensure everybody is greeted and welcomed.

MARKETING & SOCIAL MEDIA MANAGEMENT

Manage the Claremore Collective brand across media networks, including Instagram, Facebook, LinkedIn, Twitter, and MeetUps.com / EventBrite.com, posting regularly. Communicate the association's happenings via website, online event calendars, enewsletter and social media, to promote events, engage members, and attract new members. Work with Leadership Team to produce relevant marketing and promotional materials to maintain inventory of current and updated printed publications and collateral.

ADMINISTRATIVE AND VOLUNTEER SUPPORT

Empower and equip volunteer leaders of the association's work crews with resources and support to ensure successful planning, execution, and completion of the association's goals. Track year over year data points to quantify the association's impact. Assists in the assembly of presentation reports and meeting materials. Communicate with members, including event follow-up and post-event survey development. Coordinate calendars and schedule appointments with stakeholders as needed.

6. THE FINE PRINT

CLAREMORE COLLECTIVE

Articles of Association

ARTICLE 1: PURPOSE

- **1.1 Name** The name of this association shall be Claremore Collective.
- **1.2. Policy** Claremore Collective shall operate in conformity with the procedures, rules, and guidelines set forth in this Articles of Association.
- **1.3 Claremore Industrial and Economic Development Authority Association** Claremore Collective is associated with the Claremore Industrial and Economic Development Authority (CIEDA) and will work within the procedures and guidelines of CIEDA. The creation and funding of Claremore Collective by CIEDA is an ongoing component of workforce attraction and education initiatives.
- **1.4 Governance** Claremore Collective shall be governed by the Claremore Collective Leadership Team.
- **1.5 Mission** The mission of Claremore Collective is to attract and retain young professionals in Claremore while also fostering the next generation of leaders.
- **1.6 Purpose** Claremore Collective is a quality group of diverse young professionals working together to showcase Claremore as a cool place to live, work and play. Claremore Collective provides young professionals with opportunities to get in front of and Build relationships with local community and business leaders. Not only does Claremore Collective give young professionals a voice, it also gives them an outlet for affecting change throughout the community. Claremore Collective seeks to work hand-in-hand with current community and business leaders to learn from their experiences and to create a young professional-friendly atmosphere.
- **1.7 Staffing** Staffing of Claremore Collective will be through the workforce development position with the Claremore Industrial and Economic Development Authority and shall consist of an Executive Director. Staff adjustments may be made at the discretion of the Claremore Industrial and Economic Development Authority.

1.8 Organizational Structure Claremore Collective shall be comprised of Volunteers. Volunteers will be organized into groups referred to as Work Crews. Each Work Crew will have a Crew Leader, Co-Crew Leader and a Co-Crew Leader Elect (CCE) as defined in section 3.2. For each initiative or event that a crew undertakes, it is recommended they assign a Sub-Crew leader.

The Crew Leader and Co-Crew Leader are charged with overseeing the strategies, goals, and objectives of the Work Crew and shall be organized into a group referred to as the Leadership Team.

Claremore Collective shall have an Advisory Council comprised of the Claremore Industrial and Economic Development Authority Board of Trustees.

Claremore Collective shall have Sponsors.

Claremore Collective shall have Partners.

1.9 Calendar Claremore Collective shall operate on a calendar year with the fiscal term beginning January 1 and ending December 31.

ARTICLE II: CLAREMORE COLLECTIVE VOLUNTEER

Application To be a Claremore Collective Volunteer, an individual at or over the age of 21 shall join online at the Claremore Collective Website, *ClaremoreCollective.org*. College students are also welcome to join Claremore Collective and get involved in a crew, but may be limited in events they may attend due to specific event venues.

The general age range of Claremore Collective is 21-45 but those young at heart are also welcome to join.

2.2 Code of Commitment To the advancement of this great City of Claremore, I vow to uphold Claremore Collective by pledging my presence, time, talents, and service. As a Leadership Team Member or Volunteer, I will attend meetings, complete assigned tasks, and fulfill obligations to achieve the goals set by Claremore Collective.

All Claremore Collective Volunteers shall be in good standing. To be in good standing, a Volunteer shall provide all relevant information requested on the volunteer application

and adhere to the procedures, rules, and guidelines set forth by these Articles of Association.

2.3 Attendance A Volunteer has the flexibility to be involved as much or as little as they choose; however, being active through service on a crew and attendance at events is encouraged.

(See article 3.2.3 regarding crew leader requirements.)

- **2.4 Number of Volunteers** The number of volunteers that choose to be involved with Claremore Collective is unlimited.
- **2.5** Work Crews Every Volunteer may be a part of a Work Crew. Volunteers are welcome to sign up for more than one Work Crew, but should first consider the time commitment and determine if it is acceptable with their schedule.
- **2.6 Removal of a Volunteer** Removal of a Volunteer may occur upon a vote of a majority of the Leadership Team. Upon removal, written notice shall be provided to the Volunteer. All materials, work, and property of Claremore Collective shall be returned to the Leadership Team within five days from receipt of the written notice.

ARTICLE III: CLAREMORE COLLECTIVE WORK CREWS

3.1 Establishment The Leadership Team established Work Crews necessary to accomplish the mission and purpose of Claremore Collective. The purpose of the Work Crews shall be as follows:

3.1.1 Arts & Entertainment Promoting Claremore's vitality through innovation, economic impact, and social awareness.

3.1.2 Attraction To promote Claremore Collective by engaging, educating and captivating young professionals.

3.1.3 Development To facilitate and support the creation and growth of new and existing young professional-friendly businesses and initiatives.

3.1.4 Government Relations To identify and address issues that affect young professionals and the future growth of Claremore.

3.1.5 Next Generation Leadership To develop strategies to promote leadership opportunities and education for young professionals.

3.2 Work Crew Leaders

3.2.1 Work Crew Leader Defined Each Work Crew shall have a leader referred to as a Work Crew Leader and a co-leader referred to as a Work Co-Crew Leader. These positions will serve on the Leadership Team for a one year term.

Each Work Crew will identify a Co-Crew Leader Elect (CCE). This person will not serve on the Leadership team. The CCE will also serve as a Sub-Crew Leader within the Work Crew.

Each initiative or event that a Work Crew undertakes may have a Sub-Crew Leader who will serve as point person. Crew Leaders and/or Co-Crew Leaders may also serve as a Sub-Crew Leader but are not required to.

3.2.2 Work Crew Term Each Work Crew Leader, Work Crew Co-Leader, and CCE shall serve for a term of one year. At the end of the year, the Work Crew Leader rolls off of the Leadership Team, the Work Crew Co-Leader becomes the Crew Leader, and the CCE becomes the Work Crew Co-Leader. A new CCE is identified by each Work Crew in the spring following the beginning of the crew leader term. The work crew leader and co-leader are recommended to the Leadership Team for approval by the last Leadership Team meeting of the year. A two-thirds majority vote is needed.

If a Work Crew Leader or Work Crew Co-Leader is unable to complete their term, each position moves up and a new CCE is identified and approved. If a CCE is unable to complete their term, a new CCE is selected by the Work Crew from the current Sub-Crew Leaders and voted on by the Leadership Team.

The outgoing Work Crew Leader may serve as a Sub-Crew leader, but may not serve as CCE, Work Crew Co-Leader, or Work Crew Leader a second term for the same Work Crew. They may, however, serve in those capacities in a different Work Crew.

3.2.3 Work Crew Leader Requirements Only those 45 or under can lead a crew. While those considered to be "young at heart" by the organization (defined as 45 and older) are welcome to join Claremore Collective, serve on a crew and attend events, they are not able to serve in a leadership capacity for the organization. This is because Claremore Collective is based on serving the young professional population and according to the organization, they no longer represent this group.

Crew Leaders and Co-Crew Leaders are required to personally attend one Claremore Collective event each quarter that is not directly related to their crew. The Leadership Team is the face of the organization and it is important for them to have a presence at Claremore Collective events.

Each Work Crew must have at least one Work Crew volunteer at every Claremore Collective event. This is encouraged to facilitate inner-crew participation at events.

Crew Leaders and Co-Crew Leaders are required to attend all Leadership Team meetings. Two absences are allowed in the year for special circumstances as long as the executive director is notified in advance.

Each Work Crew Leader is required to maintain regular contact with their Work Crew. This will ensure that Work Crew volunteers are informed and involved.

All other requirements outlined in expectations list attached at end of this document. Failure to meet the requirements outlined in this section may result in the removal of the Work Crew Leader, Co-Crew Leader or Co-Crew Leader Elect by two-thirds vote of the Executive Committee.

3.2.4 Work Crew Leader Election Process

The Work Crew Leader, Work Crew Co-Leader, and Work Crew Co-Leader Elect shall be determined and elected by the following process:

Nominations for Work Crew Co-Leader Elect (CCE) are accepted from Work Crew Volunteers. Current Sub-Crew leaders would have the first opportunity to move into a leadership position. Current crew leadership, in conjunction with the Chair and Executive Director, then makes recommendations to the Leadership Team. The recommendation for CCE must be approved by the Leadership Team. In the instance that there are no appropriate crew volunteers to serve in leadership positions, the Leadership Team would open the position up to other crews and

volunteers and/or recruit based on the specifications of the open leadership role.

Crew Leaders and Co-Crew Leaders make suggestions to the Chair by end of March. Chair, Chair-Elect and Executive Director meet with candidates before end of May to discuss commitment. Nominations for CCE should be brought to the Leadership Team at the June Leadership Team meeting or at the call of the Claremore Collective Chair. The Regular term for the CCE takes effect immediately following confirmation at the June Leadership Team meeting.

The Regular term for crew leadership takes effect on Jan. 1 of each year.

3.2.5 Removal of a Crew Leader, Co-Leader, or CCE may occur upon a vote of a twothirds majority of the Leadership Team. Upon removal, written notice shall be provided to the Crew Leader. All materials, work, and property of Claremore Collective shall be returned to the Leadership Team within five days from receipt of the written notice.

If a Crew Leader, Co-Leader, or CCE is removed or otherwise unable to complete their term, every position moves up to the next highest level and a new CCE chosen.

3.2.6 Co-Crew Leader Elect (CCE) Requirements CCEs are expected to attend their crew's monthly meetings. They should attend at least one event per quarter not related to their crew. Over the course of their year as CCE, they must attend at least two different crew's events to represent their crew.

CCEs shall be available as a backup representative for Leadership Team meetings and/or Advisory Council meetings in the event that either the Crew Leader or Co-Crew Leader cannot attend.

3.3 Adding and Disbanding Work Crew Adding or disbanding Work Crews requires a vote from the Leadership Team.

ARTICLE IV: LEADERSHIP TEAM

4.1 Members of the Leadership Team The Leadership Team shall be comprised of a Chair, Chair-Elect, Immediate Past Chair, Work Crew Leaders and Work Crew Co-Leaders. The Claremore Collective Executive Director shall also sit on the Leadership Team, but as a non-voting member. No member of the leadership team should be 45 or above. Past Chairs of Claremore Collectives may also serve on the Leadership Team as non-voting members. These individuals do not have to meet the Leadership Team expectations as outlined in these articles.

4.1.1 Chairman The Chair shall serve for a period of one year.

The Chair's responsibilities include: (1) Leading all Leadership Team meetings (2) participating and planning all long-range Claremore Collective planning efforts (3)

PLAY BOOK CLAREMORE COLLECTIVE

keeping the Claremore Industrial and Economic Development Authority apprised of Claremore Collective activities (4) working with Claremore Collective Executive Director (5) soliciting new sponsors (6) soliciting new volunteers of Claremore Collective (7) organizing the advisory council (8) developing community partnerships and (9) keeping all parties up to date (10) attending as many Claremore Collective events as possible.

The Chair must adhere to working requirements (outlined for crew leaders). The Chair should be no older than 45 during their immediate past chair term year. If the Chair is not fulfilling their duties, the Chair can be removed from office by a vote of a majority of the Leadership Team. Past chairs are not eligible to run for the Chair position after serving the organization in this capacity.

4.1.1 Chair-Elect The Chair-Elect shall serve for a period of one year and then will become the Chair of Claremore Collective, unless they elect not to serve as Chair or are not fulfilling their duties as Chair-Elect.

The Chair-Elect's responsibilities shall include: (1) assisting the Chair in the Chair's responsibilities (2) participating and planning all long-range Claremore Collective planning efforts (3) serving as the Chair in the Chair's absence (4) soliciting new volunteers of Claremore Collective (5) working with Chair to build community partnerships (6) attending as many Claremore Collective events as possible (7) actively promoting Claremore Collective.

The Chair-elect must adhere to working requirements (outlined for crew leaders). The Chair-elect should be no older than 45 during their immediate past chair term year. If the Chair-elect is not fulfilling their duties, the Chair-elect can be removed from office by a vote of a two-thirds majority of the Leadership Team. Past chairs are not eligible to run for the Chair-Elect position after serving the organization in this capacity.

4.1.2 Chair-Elect Election Process A nomination committee should be developed and confirmed by the Leadership Team at the July Leadership Team meeting. Nomination Committee shall include the following:

Immediate Past Chair – Leader of Nomination Committee Current Chair

Three Leadership Team members – One chosen by each of the following: Past Chair, Current Chair, Chair-elect. These should be members not interested in the next year's Chair-elect position.

Executive Director (non voting)

One Advisory Council Member – Selected by the current Chair and Chair-elect (non voting)

Two Claremore Collective Active Volunteers – selected by the current Chair and Chairelect

July Leadership Team meeting – Approval of nomination committee; Nomination request submitted to Leadership Team (due by August Leadership Team meeting). Nomination committee accepts nominations from Leadership Team. The nominees do not need to be on the current Leadership Team. Each nominee is then contacted by the nomination committee and given the opportunity to accept or reject the nomination. If nominees accept, they must provide the following to the nomination committee by September 1st:

Resume Written statement References (2 professional, 2 personal)

Nomination committee reviews nominee information between Sept. 1 and Sept. 15. Nomination committee meets mid-September. The committee must come to a majority decision. Selected nominees shall be interviewed by the nomination committee.

The committee then provides the Leadership Team with its recommendation for Chair-Elect and background materials on the candidate in advance of the last Leadership Team meeting of the year.

The Leadership Team members have the opportunity and responsibility to contact the candidate and/or ask questions of the nomination committee in advance of the October meeting, if desired.

The Leadership Team will then vote to accept the recommendation of the nomination committee. The Leadership Team must have a majority decision. Members of the Leadership Team not able to attend that meeting may be able to submit their vote prior to the meeting to the current Leader of Claremore Collective.

4.1.3 Immediate Past Chair The Immediate Past Chair's responsibilities shall include: (1) participating in long-range Claremore Collective planning efforts; (2) providing historical perspective on Claremore Collective issues; (3) soliciting new volunteers of Claremore Collective; and (4) actively promoting Claremore Collective.

The Immediate Past Chair must adhere to working requirements (outlined for crew leaders). The person in this position should be no older than 45 during their immediate past chair term year. Past chairs are welcome to serve on the advisory council being as active or as inactive as they would like.

4.2 Meetings The Leadership Team shall meet bi-monthly to discuss the progress of the Work Crews in fulfilling the mission and purpose of Claremore Collective.

4.2.1 Email Voting For issues requiring Leadership Team decisions or action that cannot be completed at a scheduled meeting, or in which the executive Committee feels would require a solution before the next scheduled Leadership Team meeting, the following procedure for shall be followed:

(1) Any leadership team member who has voting rights may make a motion.

(2) Motion should be worded a such and sent to the Chair.

(3) The Chair shall serve as the moderator. The Vice Chair can fill in as the moderator if the chair is otherwise unable.

(4) A second of the motion should be sent within 96 hours.

(5) The motion is then open to debate through the stipulated date and time for voting.

(6) At the beginning of the voting period, the Moderator will post the motion, including any amendments.

(7) Following the designated time period for voting, the moderator will share the results with the Leadership Team.

ARTICLE V: ADVISORY COUNCIL

5.1 Members of the Advisory Council can be nominated by either the Leadership Team or the Claremore Industrial and Economic Development Authority.

Nominee candidate(s) must be approved by both the Leadership Team and the Claremore Industrial and Economic Development Authority before being invited to serve on the council.

Past Chairs automatically receive a seat on the Advisory Council.

5.2 Responsibilities The members of the Advisory Council may: (1) advise on the continuity of Claremore Collective strategic objectives and goals; (2) actively

promote Claremore Collective services and benefits to their respective companies and community; (3) take on strategic objectives as defined through strategic planning; and (4) serve as mentors to a specific Work Crew of their choice, as requested by the Leadership Team.

ARTICLE VI: SPONSORS

6.1 Claremore Collective Sponsors shall be solicited by the association. Claremore Collective can solicit and acquire funds as needed, upon approval from the Leadership Team.

ARTICLE VII: ARTICLES OF ASSOCIATION

7.1 **The Articles of Association** shall be reviewed annually by the leadership team. Amendments to the articles must be shared with the leadership no less than seven business days prior to the leadership team meeting in which the amendment is on the agenda for a vote.