



# BOARD OF DIRECTORS

MONDAY, DECEMBER 15, 2025  
PLANO CHAMBER OFFICES | 7:30 A.M. – 11:30 A.M.

## BOARD RETREAT AGENDA

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|-------|---|----------|--|
| I.    | Breakfast & Arrival   | 7:30 AM  |  |
| II.   | Welcome   | 8:00 AM  | Kristen Lollar, Whitley Penn<br>2025 Chair of the Board<br><br>Amanda Rockow, UT Dallas<br>2026 Chair of the Board |
| III.  | Introductions   | 8:10 AM  | Charmaine Solomon, Leadership Plano  |
| IV.   | Board Overview <ul style="list-style-type: none"><li>- Roles &amp; Responsibilities</li><li>- Chamber Overview</li><li>- Financial Snapshot</li><li>- Board Experience</li></ul>  | 8:40 AM  | Kelle Marsalis, Plano Chamber  |
| V.    | 80 <sup>th</sup> Anniversary Preview  | 9:10 AM  | Kelle Marsalis   |
| VI.   | Board Photo & Break   | 9:20 AM  |  |
| VII.  | Planning Session & Goal Setting <ul style="list-style-type: none"><li>Chamber's 2026 Program of Work Presentation</li><li>Discussion and Goal Setting<ul style="list-style-type: none"><li>▪ What should the Chamber accomplish in 2026?</li><li>▪ What does success look like at the end of the year?</li><li>▪ Create Goals in the areas of: 1) Community Impact &amp; Advocacy, 2) Business Growth, 3) Membership Experience, 4) Telling the Plano Story</li></ul></li></ul> | 9:35 AM  | Kelle Marsalis   |
| VIII. | Review & Closing  | 11:15 AM | Kelle Marsalis, Amanda Rockow  |
| IX.   | Adjourn   | 11:30 AM | Kelle Marsalis, Amanda Rockow  |