

**NAHMA Affiliates Committee Minutes**  
**Fairmont Hotel, Washington, DC**  
**March 05, 2017**  
**4:15 PM - 4:45 PM**

**Committee Chair:** Dave Layfield

**Committee Vice Chair:** Janel Ganim

**Staff Liaison:** Brenda Moser

Dave Layfield, committee chair, called the meeting to order at 4:15 PM on Sunday, March 5, 2017, welcomed attendees and took introductions from new members.

## **Minutes**

The October 23, 2016 meeting minutes were approved without changes.

## **Affordable 100 Taskforce Update**

Rue Fox, Taskforce Chair, announced that we have received 105 submissions for the Affordable 100 survey, which is 6 more than our best year. At this time last year, we had only received 83 submissions.

Taskforce members were asked to help collect industry estimates for companies who have previously made the list but have not yet responded to the surveys. Rue will be sending the list of companies to the software vendors by the end of this week. The deadline to submit the estimates to Rue is Friday, March 17. Final numbers are due to Kris Cook by Monday, March 27.

## **Old Business**

### **March 2017 Breakfast Panel**

The Affiliate Breakfast topic for this meeting is "Multifamily Technology Trends - The Internet of Things." Three affiliate member representatives will speak on the breakfast panel - Leo Delgado of Converged Services, Dan Gaddis of MultiFamily Energy Savings and Gustavo Sapiurka of RealPage.

Additionally, a three time NAHMA scholarship recipient, Phoebe Hanna, will speak at the Affiliate Breakfast to talk about how the NAHMA Educational Foundation Scholarship helped with her education.

### **NAHMA Educational Foundation October 2017 Event**

Megan Davidson announced that the NAHMA Educational Foundation event that was previously scheduled for the March 2017 meeting was postponed due to cost and close proximity to the previous summer event. This will now be an annual event during the October meeting to be held in conjunction with the poster auction. The October 2017 event will be held at the W Hotel overlooking Lafayette Square in Washington, DC and will include full food and bar.

The Foundation is considering different ways for members to participate. Suggestions included a PBCA challenge for donations, the ability to sponsor a scholarship as well as the traditional poster auction.

A question was posed as to whether or not we would continue to have an AHMA sponsor the event as we've done at past meetings. The Foundation will likely give a different AHMA the opportunity to serve as the host each year.

## **New Business**

### **NAHMA Strategic Planning Discussion**

Lisa Tunick, our Affiliate Board Member, addressed the committee regarding the Board's recent Strategic Planning Discussion. One of the items in the Strategic Plan is to look for new revenue opportunities, possibly through the creation of a NAHMA app that might provide a value-added benefit to the Affiliate members as well as NAHMA. Lisa asked the committee for their input on the idea.

Possible uses for the app include the ability to report on developments and trends in the industry as well as links to Congressional staff with talking points on regulatory affairs. A number of topics were discussed, including how to pay for the development and maintenance of the app, the use of paid advertising, focusing on a mobile friendly website instead of an app, potentially upgrading the NAHMA website to make it more mobile friendly and how to turn these ideas into a revenue opportunity.

A task force was created to discuss options and provide feedback to the Board. Lisa Tunick will chair the taskforce. Dave Layfield, John Yang, Gustavo Sapiurka and Leo Delgado volunteered to participate. Anyone else who wishes to volunteer should contact Lisa directly.

### **October 2017 Affiliates Breakfast Panel**

Affiliate Chair Dave Layfield reminded the Committee that we needed to develop a breakfast topic and panel for the October meeting. Possible topics included items from the March panel survey - trends in the Low Income Housing Tax Credit program and improving the bottom line through better procurement processes. We have polled NAHMA members in the past for topics they would like to hear more about, but have not received responses.

The committee was reminded that while speakers could be designated from their respective companies, the panel must be composed of Affiliates and not other members.

Affiliates were asked to send their panel ideas to Dave Layfield and Brenda Moser.

The meeting was adjourned at 5:01 PM by Chair Dave Layfield.

These committee minutes are submitted by Vice Chair, Janel Ganim on March 30, 2017.