

**Minutes**  
**Membership & Marketing Committee Meeting**  
**Fairmont Hotel, Washington, D.C.**  
**Sunday, Oct. 23, 2016**  
**11:30 a.m.-12 p.m.**

Committee Leadership: Chair Chad Ketler; Vice Chair Scott Reithel

1. Scott Reithel opened the meeting in Chad Ketler's absence. Staff liaisons Brenda Moser and Jennifer Jones were present. Kris Cook, NAHMA executive director, was also in attendance. A sign-in sheet was circulated for committee attendance. Michelle Arnold was recruited to take minutes.

June 2016 meeting minutes were approved.

2. Scott Reithel asked new members and first-time attendees to introduce themselves.
3. Brenda Moser reviewed the new members memo in the meeting packet and Scott Reithel asked the committee to make sure to welcomed the new members.
4. Brenda Moser provided an update on the new member recruitment efforts including a discussion on current activities being conducted by members. Three Executive I, one Executive III and two Associates members have joined NAHMA. Scott Reithel told the committee new members get recruited through their relationships with existing members. He and incoming vice chair, Peter Lewis, plan to discuss ways/strategies to increase membership. Kris Cook suggested reaching out to FHAs. Scott also suggested reaching out to the AHMAs to help recruit new members by demonstrating the value of joining a local AHMA and NAHMA. Scott set a goal to have every member to bring in 1-2 new members yearly. He called on all committee members to commit to recruiting.
5. Miscellaneous Program Updates and Discussion:

- a. Communities of Quality Program Update: The deadline is Nov. 4 for the awards, but applying to the National Recognition Program can be done at any time during the year.
  - b. 2017 Calendar Sales to Date: As of Friday, Oct. 21, 24,356 calendars had been sold. Cost is \$5.50 per calendar.
  - c. Poster Contest Change Request: A request was made by a property manager to consider awarding the \$1,000 prize to the winning seniors and adults with special needs individually. Currently, only the child winners receive the \$1,000 prize to use to offset educational costs while the community were the adults live receive the award for the benefit of the entire community. After discussion, the committee voted to have all winning individuals receive the cash award.
  - d. Mentor Program Update: Jennifer Jones provided an overview of the program and reported it has had mixed results. Scott Reithel stated his commitment to the program and solicited ideas from the committee. One idea was to reserve tables at the meeting breakfast or lunch so that mentors and mentees can meet in person. Staff will look into this option.
6. New Business
- a. New Committee Leadership: Scott Reithel will be the new chair and Peter Lewis will serve as vice chair for 2017-2018 term.
7. Old Business: No discussion.
8. Adjournment

These committee minutes are submitted by Michelle Arnold on Oct. 31, 2016.