

**NAHMA Membership and Marketing Committee Meeting Minutes**  
**Fairmont Hotel, Washington D.C.**  
**Sunday, October 25, 2015**

**1. Welcome**

- a. Gianna Solari represented the chairperson for the committee. She welcomed all attendees and asked them to introduce themselves, sign in as the sheet was passed around and then called the meeting to order.
- b. Doreen Donovan took the minutes for the meeting.
- c. Approval of June 2015 minutes was completed.

**2. Review of New Members Memo and Welcome to New Members.**

- a. The group was informed of the new member's memo in their packet of handout material and discussed approach being taken for new members. Each volunteer mentor is wearing an Ask Me About NAHMA pin that identifies them as a person to help them share knowledge about NAHMA. New members are encouraged to approach these individuals or for that matter any member of NAHMA.

**3. New Member Recruitment**

- a. Brenda Moser gave an update and stated she had sent the board members a list of the Affordable 100 list in August and asked the members to reach out to folks to get new members or prospects. We did receive some prospects and have reached out to them on Linked In and social media as well as mailed out membership recruitment packets. As you can see from your handout material we have 4 Executive members and 1 associate since June meeting; two of these are actually transfers.

**4. New Mentor Program Updates**

- a. Jennifer Jones was invited to provide an update on the mentor program underway. There are 7 volunteer mentors and they have been paired with 16 new members. The mentors were asked to wear the Ask Me About NAHMA buttons so new members would know who to approach at the meeting if they had questions. There were additional buttons at the desk for anyone interested in wearing a button. Anyone interested in becoming a volunteer mentor is asked to contact Jennifer. The program started as a way to make new members feel welcome and help them navigate their first year of membership. In October, Jennifer sent the volunteer mentors the names and contact information of their mentees along with a 2-page outreach questions and talking points sheet to help facilitate the conversation between them. We will monitor the results based on feedback, tweak as needed and give an update at next meeting. Mentors in the room discussed how their outreach was going so far. Question was raised about using this program for members that are not currently active; retention or reactivating members who don't currently come to meetings. This is something that can be looked at.
- b. Question rose on baby boomer statistics and need for housing, referred to Senior Housing Committee for discussion.

**5. Miscellaneous Program Updates and Discussion**

- a. Communities of Qualities Update. Staff has concluded the 3<sup>rd</sup> cycle. List was provided with corporate contacts on what property managers have not yet paid their renewal invoice. The question was asked if they no longer manage, please assist in following up. Deadline for COQ Awards nomination is next week. Choose top-five awards. Video on application process is available NAHMA website. Gwen Volk has volunteered her time and is redoing the video on the website. She recently completed a class on preparing a COQ application at the NEAHMA conference. Gwen volunteered to assist companies/other AHMAs in providing a 90-minute webinar live, they just need to provide call-in number.
- b. Calendar Sales – we have sold 22,000 in order to sell out we need to sell 60,000. Calendars are usually shipped within a few weeks of invoicing. The 2016 Calendar Theme is “Words that Heal: Stop Bullying, Spread Kindness.”  
Auction tonight.

**6. New Business**

No Discussion

**7. Old Business**

No Discussion

**8. Adjournment**