

NAHMA Membership and Marketing Joint Committee Meeting
Fairmont Hotel, Washington D.C.
March 3, 2019
11:30 AM – 12:00 PM

Chair: Peter Lewis; **Vice-Chair:** Lisa Tunick

Staff Liaisons: Brenda Moser and Jennifer Jones; Executive Director Kris Cook was also in attendance

Peter Lewis, Committee Chair, called the meeting to order at 11:31 AM on Sunday, March 3, 2019, welcomed attendees and had all attendees introduce themselves.

Review of New Member Memo and Welcome of New Members

Peter Lewis reviewed the new members listed on the New Member Memo and encouraged attendees to reach out and welcome them during the conference. New members have a gold star on their nametags to facilitate identification and introductions and are also listed on the back page of the meeting program. Members were encouraged to take selfies with new members (with permission) and post to NAHMA social media using #nahma19 to enter a drawing for a prize.

New Member Recruitment Update and Discussion

Peter Lewis encouraged committee members to continue with recruitment efforts and reminded all that it may take time to bear fruit. NAHMA staff are available to help with outreach efforts.

Miscellaneous Program Updates and Discussion

Communities of Quality Program Update – Kris Cook stressed that in response to recent HUD claims of a need to tightening standards, it is now more important than ever to emphasize the quality housing that NAHMA members provide. Kris provided an overview of the program and submission process, emphasized the marketing benefits of COQ selection, including access to verified digital badges for websites. Kris also reminded the committee that celebrating quality housing helps support HUD advocacy efforts and Congressional visits.

2019 Calendar Sales – Brenda Moser reported that calendar sales increased 7% over last year, with sales of 56,000 units, a new high. She thanked committee members for their support and shared the theme for the 2020 calendar: “Sharing Our Stories: Learning from Others, Young and Old”. Committee members asked a number of questions about long-term viability of the calendar program, citing generational shifts away from paper calendars, and encouraged strategic thought on new revenue sources, including introduction of a digital calendar/screen saver using the calendar artwork. Kris Cook cautioned that the existing HUD approval letter only covers the paper version and HUD is unlikely to revisit and approve other formats as a project expense. Kris acknowledged that NAHMA is prepared to re-examine the calendar if sales slow. Phil Carroll encouraged committee members to submit their orders early to have the calendars in hand by November to distribute to residents, which makes for a more successful outcome than delivering calendars in December.

Ambassador Program Update – Peter Lewis reported that new member outreach continues and encouraged committee members to pair with a new member to help welcome them to NAHMA.

New Business

Attracting the Next Generation of NAHMA Members

Peter Lewis and Lisa Tunick described the launch of a new initiative to attract the next generation of members to lead and actively engage with NAHMA. Kris Cook provided background information on the genesis for the initiative and that this will be grounded in NAHMA's Knowledge-Based Government Protocol. The task force will research, vet and make recommendations to the NAHMA Board to address membership growth and succession planning needs. Jeff Baker, Tricia Braniff, Nancy Evans, Melissa Fish-Crane, Dave Joyner, Nick Keiser, Chad Ketler, Gianna Richards, Angie Walker and Eileen Wirth volunteered to join the task force.

Committee members engaged in a wide-ranging discussion of ideas and suggestions to boost meeting attendance, leverage members' knowledge and bridge geographic differences between members. Suggestions included round-table discussions of operational challenges, opportunities for open discussions among colleagues on a host of leadership issues, discussion of generational differences, and ideas for identifying and fostering leadership. Recommendations were made to focus on the reasons people would want to join NAHMA, and that the organization should highlight its past success to demonstrate its effectiveness.

Translating the poster contest rules into Spanish

Jennifer Jones advised there was a request to translate the poster contest rules into Spanish, and Jasmine Borrego volunteered to do the translation.

Old Business – None discussed

Adjournment – The meeting was adjourned by Peter Lewis at 12:04 PM

These committee minutes are respectfully submitted by Lisa Tunick on March 8, 2019.