

**Agenda**  
**Membership & Marketing Joint Committee Meeting**  
**Fairmont Hotel**  
**Wednesday, March 9, 2022**  
**11:35 a.m.-12:05 p.m.**

The Membership and Marketing Committee is responsible for recommending policies and procedures related to NAHMA memberships and for implementation, oversight, and review of the association's overall marketing initiatives. The Membership Committee must be chaired by an Executive level member per NAHMA's bylaws.

1. Welcome: Chair Sonya Brown; Vice Chair Lisa Tunick
2. Vice chair to take minutes
3. Approve minutes from Nov. 17, 2021, video call
4. Old Business
  - a. New Member Recruitment
    - i. Buy Some Get Some
    - ii. Solicit videos from existing members
5. New Business
  - a. Solicit volunteers to review the Communities of Quality (COQ) program
6. Miscellaneous Program Updates and Discussion
  - a. 2022 Calendar Sales
  - b. NAHMA Emerging Leaders Learning Series (NELLS) Graduates
  - c. Affordable 100 Nonmember Recruitment Campaign
7. Open Discussion
8. Adjournment