

Agenda
Membership and Marketing Committee Meeting
Fairmont Hotel
Tuesday, Oct. 24, 2023
11:15 a.m.-12:15 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 Gianna Richards and Vice Chair Melissa Fish Crane; vice chair to take minutes.
2. Ask new members, first-time attendees and sponsors to introduce themselves.
3. Review and approve the March 2023 committee meeting minutes.
4. Old Business/Miscellaneous Program Updates and Discussion
 - a. 2024 Calendar Sales.
 - b. Recruitment Campaign of Nonmembers on NAHMA's Affordable 100 List-this recruitment initiative takes place each June/July. We use the A100 contact list as a recruitment list.
 - c. New Member Recruitment ongoing new member activities. We have had a couple of new members come in since we published the new member memo.
 - d. Member Recruitment with syndicators initiative.
 - e. Buy Some Get Some continues to be a program we talk about and actively try to promote. AHMAs and Affiliates have also been given this opportunity based on number of AHMA reps, and/or if there are more than one member from an affiliate company. We promote this initiative quarterly, and this spring I will be making phone calls instead of sending emails to the companies that are currently eligible that are not taken advantage of the program.
5. Open Discussion/New Business: Think tank/members contribute recruitment ideas.
6. Adjournment