

NAHMA Membership and Marketing Committee Meeting

Fairmont Hotel

Wednesday, March 8, 2023

Welcome:

Chair Gianna Richards called the meeting to order at 11:30am and welcomed attendees. New members and first-time attendees introduced themselves.

Review and approval of October 22 minutes:

Peter Lewis made a motion to approve the October 22, 2022 minutes, seconded by Alicia Clark. Minutes were approved unanimously.

Old Business/Miscellaneous Program Updates and Discussion:

- a. 2023 Calendar sales – over 53,000 calendars sold this year. Thanks were given to everyone as this is NAHMA's largest non-dues revenue.
- b. Recruitment Campaign of non-members on NAHMA's Affordable 100 list – It was discussed the importance for companies to provide this information. NAHMA represents 75% of the affordable housing industry and the list is used for advocacy when the organization is trying to lobby different topics. Nathan Burnett thanked Amber Day for setting this up.
- c. Restructure of Welcome Session NAHMA 101 recap – The NAHMA 101 session had a great turn out. We gave new members an overview who NAHMA is, the relationship between NAHMA and the AHMA's and what to expect during the conference.
- d. New member recruitment – Recruitment tools discussed i.e. LinkedIn, the conference is a big draw.
- e. Buy Some Get Some update – We have seen one more company take advantage of this program. To date we have ___ companies in the program. This program is being marketed quarterly.
- f. Communities of Quality taskforce update – Kris Cook updated COQ process. This is an important program, a hallmark of NAHMA. The criteria are on the NAHMA website.

Open Discussion/New Business:

Post challenge – Gianna and Melissa challenged members with a #NAHMA2023 post challenge. Whoever did the most posts on social media would receive \$100.

Adjournment:

There being no further business, Gianna adjourned the meeting at 11:50 a.m..

Respectfully submitted, Melissa Fish-Crane, Vice Chair