

NAHMA Membership and Marketing Committee Meeting
Fairmont Hotel
Wednesday, October 26, 2022

Welcome:

Vice Chair Lisa Tunick called the meeting to order at 11:30 am welcomed attendees. Lisa acknowledged and thanked Sonya Brown, committee chair for her service. Sonya unfortunately had a schedule conflict and could not attend the meeting.

Approval of minutes:

A motion to accept the March 9, 2022 meeting minutes was made by Larry Sisson, seconded by Gianna Richards and the motion passed.

Old business:

- a. New member recruitment – Vice chair Lisa Tunick reported NAHMA has 24 new members since the March 2022 meeting.
- b. Buy Some Get Some – Brenda Moser reported some members are taking advantage of the offer. Information will be sent out to members again to encourage participation in this opportunity.

Miscellaneous Program Updates and Discussions:

- a. 2023 Calendar sales – Brenda Moser reported sales are in line with expectations, and there are still calendars available. Members are encouraged to submit orders now, in order to be revived by year end.
- b. NAHMA Emerging Leaders Learning Series (NELLS) – Kris Cook reported the most recent series just wrapped up. The graduates will be given an Associate Level Membership to NAHMA. As a reminder the series was born from NAHMA's strategic plan and has received consistent positive comments, including several such comments by members in the room during the committee meeting.
- c. Affordable 100 Non-member Recruitment Campaign – Brenda Moser reported:
 - i. Communications, via an email campaign and phone calls, continue to be made to non-members to share information and encourage membership.
 - ii. The Buy Some Get Some offer, which was launched just before the pandemic, has seen one management company take advantage of the offer. Conversations are being had with management company and we believe the offer is gaining momentum.

Open discussion:

Kris Cook reported the COQ program has been updated and is available on NAHMA's webpage; an announcement will be sent out after this meeting. Also electronic badges and renewed marketing efforts are in the process of being launched, following this meeting.

Jennifer Jones recognized and thanked Sonya Brown and Lisa Tunick for their service to the committee; and announced Gianna Richards, as committee chair and Melissa Fish-Crane as committee vice chair.

Adjournment:

There being no further business, Lisa adjourned the meeting at 11:55 am.

Respectfully submitted, Gianna Richards, Committee member