

## **NAHMA Membership and Marketing Committee Meeting**

**Fairmont Hotel**

**Wednesday, March 6<sup>th</sup>, 2024**

**11:15am – 12:15pm**

### **Welcome:**

Chair Gianna Richards called the meeting to order at 11:15am and welcomed attendees. New members and first-time attendees introduced themselves.

### **Review and approval of October 2023 minutes.**

Approved – no discussion.

### **Miscellaneous Program Updates and Discussion:**

- a. 2024 Calendar sales – largest annual fundraiser. \$52,000 sold the goal was \$55,000.
- b. Recruitment Campaign of non-members on NAHMAs Affordable 100 list – explanation what the Affordable 100 was.
- c. Member Recruitment with syndicators initiative – asked attendees to provide contact list if they have relationships with syndicators.
- d. Buy Some Get Some update – tiered opportunity for bringing in new members – great opportunity.
- e. NAHMA Influencer Challenge - not much traction

### **Old Business/Still Action Items:**

- a. Revise the membership applications form “Indicate the name of the person or AHMA who interested you in joining NAHMA” to “Specify the individual or AHMA that sparked your interest in becoming a part of NAHMA”.
- b. Check pricing to have a booth at NCSHA and/or NAA. Update: NAHMA exhibited at NCHSA’s June conference until about 2014, booth space was \$5,000. NAHMA exhibited at NAA for several years until 2019. NAAEI, comps us a booth due to our joint credentials, however that meeting was not the right audience for potential new NAHMA members, as mostly site staff walk the tradeshow floor.
- c. An AHMA’s membership list vs. subscriber list, for contacting potential new members.

### **New Business:**

- a. Leaders Talk Trends, an item for strategic plan. Transition into interactive message board. Lockdown page member only benefit.
- b. Networking for NAHMA - Larry Sissons challenge members to reach out to companies to recruit new members. NAHMA will create business cards to hand out to promote NAHMA. A plan will be created to disseminate cards.

## **Working Groups:**

- a. Identify recognition and/or incentive for current members who successfully bring in new members.
- b. New member mentor program outline
- c. Survey for new members asking brief questions related to what they want from NAHMA.
- d. Should a QR code be created to link persons to membership information? If yes, what information and where should the QR code be?
- e. Review NAHMA's membership section of the webpage; does the information flow well? Are the membership benefits well defined? Is the information concise?
- f. In preparation of video documenting membership benefits, draft a list of questions current members can answer, such as why I joined NAHMA? What is my greatest member benefit? Why I take time from my work life to participate at NAHMA? Share a NAHMA experience.

## **Group ideas:**

### **Group 1**

Peter Lewis, Kerry Dervil, Sherra Fleming, Sarah Clark, Connie Buza

#### **Suggestions:**

1. Free meeting registration for referring company reaching out to our clients, syndicators.
2. Social media – thank you for referrals
3. Quarterly AHMA meetings to bring AHMAs together to work on items
4. Incentivize affiliates – by giving possible discount on sponsorship booth; give ticket to trade shows (see what you are missing why become a member)
5. Use QR code within 24/48 hours a personal reach out from NAHMA.

### **Group 2**

Anthony Sandoval, TJ Golson, Michele Nathaniels, Rose Rafuse, Scott Ployer

#### **Suggestions:**

1. Access with QR code
2. Better define membership levels succinctly and clearly explain levels of executives. ie: services/vendor should be... O/A should be...
3. Electronic application instead of PDF with electronic payment
4. Video: enhance to make more prominent. Change video often to maintain interest. Mention mentoring. Let them know there is support.
5. Mentor: Identify vendor or executive current members who are willing and excited to mentor new members of the same level (with short bio on each mentor).
6. Website needs to be more mobile friendly with a "cheat sheet" as the cover, then visitors could drill down to bullet summaries to more "at a glance" info. Then detail if they want to read more. Link picture instead word "watch" to youtube video

### **Group 3**

Jasmin Ceballos, Babbie Jaco, Jennifer Wood, Angie Waller

Suggestions:

1. How has NAHMA impacted/enhanced your working relationship with HUD/RD?
2. How has your participation in NAHMA benefitted or created a positive change in the industry?
3. What type of services have you tapped into because you learned about them at NAHMA?
4. How do you regard your NAHMA colleagues and how do you support one another?
5. What would you recommend to a new member?
6. What are some of the tangible benefits your company has realized because of your participation in NAHMA?
7. How has NAHMA contributed to your personal and professional growth?

### **Group 4**

Gwen Volk, Lisa Conway, Linda Leduc, Eileen Wirth, Julie Walker

1. Define the role of mentor.
2. Establish criteria for mentors.
3. Survey membership for interest. Include criteria for expectation. Have mentor agreement.
4. Reach out to new members and prospective members and first-time attendees. Try to match them to someone who is in a similar field. Make an appointment to meet with mentor via zoom. Attending to stay with them. Check in after the meeting.
5. Evaluation.

### **Group 5**

Amber Day, Josephine Mukande, Erica Davis, Giori Houston, Susan Hansen, Laura Spataro, Dennis McWilliams

1. QR Code should be on all printed documents and available to trainers to post on their slides.
2. Go to Why NAHMA/Membership page.
3. Digital card option.

### **Group 6**

Negina Haidary, Katie Jo Armbrust, Steven Rossi, Cassidy Cume

1. Information on what is provided/included.
2. What are the top issues and who is doing what about them.
3. Networking opportunities.
4. Business partnership opportunities.
5. Better understanding of what NAHMA does outside of conference/meeting. What are takeaways?
6. How they influence/support regional AHMAs.

**Adjournment:**

Respectfully submitted, Melissa Fish-Crane, Vice Chair