

NAHMA Membership and Marketing Committee Meeting

Fairmont Hotel

Wednesday, October 23rd, 2024

11:15am – 12:15pm

Welcome:

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

Review and approval of March 2024 minutes.

Approved – no discussion.

Miscellaneous Program Updates and Discussion:

- a. 2024 Calendar sales – largest annual fundraiser. Currently 27,345 sold- behind last year. November 14th deadline to place orders.
- b. Recruitment Campaign of non-members on NAHMAs Affordable 100 list – explanation what the Affordable 100 was.
- c. Buy Some Get Some update – tiered opportunity for bringing in new members – great opportunity. Based on unit size of companies.
- d. Emerging leaders – development of the next generation of leaders
- e. Technology Updates – conference app., leaders talk trends – ability to have members communicate in live time with one another. Working on new website.

Old Business/Still Action Items:

- a. A couple of edits have been made to the membership application.

New Business:

- a. Testimonial videos – Gianna Solari Richards discussed that Solari Enterprises will provide a videographer during the conference where members could share “What NAHMA Means to Me”. This included Professional Impact & Growth, Industry Influence & Mission, Networking & Community Building, Problem Solving & Support and Future Vision.
- b. Membership & Marketing Joint Committee Chair announcement – The new Membership chairs will be Jasmine Borrego (chair) & Michele Nathaniels (vice chair) and the Marketing chairs will be Gustavo Sapiurka (chair) & Ryan Sweeney (vice chair). The committee will be separated but will meet jointly at the biannual NAHMA in-person meetings.

Adjournment

Respectfully submitted, Melissa Fish-Crane, Vice Chair