



**2019-2021 Member Services Committee – Conference Call, Part II
Tuesday, October 27, 2020 – 12:00 pm-12:30 pm**

Staff Liaison: Lori Myers-Carpenter || lmyers@nahro.org
<http://www.nahro.org/content/nahro-member-services-committee>

Attendance:

Those on the call: Denita Johnson, Milet Hopping, Donna Brown-Rego, Dale Gravett, Eric Chubenko, Gary Centinaro, Kathy Walter, Keon Jackson, Anna Judge, Peggy Rice, Cynde Smith, Dannie Walker, Sharon Dixson, Lori McGowan, Zach Bale, Revonda Stordahl, and MaryLiz Paulson

Those absent: Joseph Anderson, Lillian Stringer, Randy Waters, Jake Oglesby, Beverly Banks, Billie Shelburn, Karen Reynolds, Annie Botsford, Larry Guanzon, Rickey Bouffard, Pamela Kemp, Shauna Boom, Veronica Loza, Liz Morales, Michele Poletti, Andy Rodriguez, Lisa Stevens, April Thompson, and Zachary Guerin

NAHRO Staff:

Lori Myers-Carpenter

Denita thanked everyone for being on the call. She said on the last call they discussed ways to get everyone more engaged, and since then, she has been thinking of the word ripple. She provided two examples. The first was a quote from Mother Theresa, “I alone cannot change the world, but I can cast the stone across the water to create many ripples.” The other was every single thought and action can create a ripple. She asked the group to share things they were doing that might cause a ripple. She started by saying due to the uptick in COVID-19 cases, her agency partnered with the health department to provide coronavirus test sites at four of their developments. She also shared she had been promoted to Chief Operating Officer. She asked if anyone else had a ripple to share. Milet Hopping reported while their offices were still closed, their community services were going to start back up, and they planned to hold some outside activities and restart their transportation services. They also created a survey asking residents what they thought about the agency’s services, and they included questions on maintenance and security as well. Gary Centinaro said a few of his tenants tested positive for COVID so they hired a local company to disinfect their apartment, and they also offered the service to the other tenants to give them peace of mind. Zach Bale said they used some of their CARES money to partner with a group called Nourish to Flourish which works with local restaurants to provide meals for their tenants.

She asked the Subcommittee Chairs to provide an update from their recent calls. Keon Jackson said the Emerging Leaders discussed ideas for the closing reception. He said they talked about possibly having an open discussion with the Emerging Leaders, or they could do something similar with the NAHRO Fellows. They also explored the idea of playing games or doing Karaoke to make it more fun.

Kathy Walter said the Awards Subcommittee is working on a plan to promote the agency and individual awards, and their goal is to increase the number of applications in 2021. Their plan is to reach out to region and chapter presidents and service officers and ask for their help with the promotion. They will also encourage their colleagues to submit applications. They developed a template for the subcommittee members to use during their outreach, and they hope to use this model for the individual awards in the spring. Finally, Kathy said they selected a winner for the Emerging Leader award.

Cynde Smith reported the Marketing Subcommittee is focused on benchmarking. They are looking at organizations like NAHRO to see if they are doing things differently that NAHRO can incorporate into their plans to advance the membership. They selected four different organizations to benchmark, and they set objectives which are aligned with NAHRO's goals and objectives. The National Low-Income Housing Association was selected for their advocacy efforts along with PHADA. Nan McKay was selected for professional development to see if there were things NAHRO could do to change the mindset of members to lean more toward NAHRO, and the last organization, the National Apartment Association was selected to see if there were any private market best practices NAHRO could incorporate. Each subcommittee member was assigned two organizations to research. Once the research is done, they will compile the information to see if there are any insights they can provide.

Denita asked staff to provide an update on the IT Subcommittee since the chair was not on the call. Staff said Chuck Wellard, NAHRO's COO, provided an update on NAHRO's search for a new Association Management Software, sharing with them the process and timeline. Staff said during the call, the IT subcommittee volunteered to help with the beta testing once the system was ready for implementation.

Denita thanked everyone for their reports, and she asked if there was any new business. Hearing none, the call ended at 12:30 pm.