



**2019-2021 Member Services Committee – Conference Call  
Tuesday, February 9, 2021 – 3:00 pm-3:35 pm**

Staff Liaison: Lori Myers-Carpenter || [lmcarpenter@nahro.org](mailto:lmcarpenter@nahro.org)  
<http://www.nahro.org/content/nahro-member-services-committee>

**Attendance:**

Those on the call: Denita Johnson, Milet Hopping, Randy Waters, Donna Brown-Rego, Rickey Bouffard, Kathy Walter, Dale Gravett, Gary Centinaro, Eric Chubenko, Keon Jackson, Anna Judge, Dannie Walker, Cynde Smith, Lillian Stringer, Beverly Banks, Billie Shelburn, Larry Guanzon, Jhaila Brown, Lori McGowan, Andy Rodriguez, Lisa Stevens, Revonda Stordahl, and April Thompson

Those absent: Joseph Anderson, Peggy Rice, Pamela Kemp, Shauna Boom, Jake Oglesby, Karen Reynolds, Sharon Dixson, Liz Morales, MaryLiz Paulson, Michele Poletti, Zach Bale, and Zachary Guerin

**NAHRO Staff:**

Lori Myers-Carpenter

Denita Johnson welcomed everyone on the call and in particular, the newest member, Jhaila Brown from the Oakland Housing Authority. She started the meeting by asking everyone to share their ripple effect – what they have been doing in their agencies to make a difference. Lillian Stringer shared her agency has been administering COVID-19 vaccinations for their senior residents, and so far 980 have been vaccinated. Denita says her agency hopes to start that process as well, but they are waiting for supplies. She also said they set-up testing sites for COVID-19, which were initially just for their staff and residents, but now are open to the committee. So far, they have conducted about 1500 tests. Milet Hopping said their Section 3 employees are calling their senior and disabled residents who may have limited access to the internet to help them sign-up for their vaccinations. They also partnered with their family health center so they could transfer calls from those residents who had reservations or questions about the vaccine directly to the experts. Dale Gravett said they volunteered to run the emergency rental assistance program for their county. He said it has been a different experience for him from the other programs, since everyone needs help now, but while it's challenging, it's also very rewarding. He also mentioned Yardi developed a new system to help with this process. Lisa Steven's says she is also involved with the emergency rental assistance in her area, and she met with Yardi recently about their system.

Denita thanked everyone for sharing, and she asked staff for her report. Staff reminded the committee the Awards application process would end on February 22, so if they wanted to gain recognition for the unique programs they were doing as a result of the pandemic, to please submit them by then. She also mentioned these ideas could be submitted under the #Housersatwork campaign, and that both the Awards of Merit and the Houser's campaign are used by NAHRO at HUD and on the Hill to showcase the good work of our agencies. Finally,

she mentioned they would be doing a push to reach out to lapsed members, and as a part of that, she would be reaching out to the committee members to find out which agencies were still members at the chapter and regional level who weren't members of National. She reminded the committee that agencies are supposed to be members of National before they can join the region or chapter.

Cynde Smith then provided an overview of the Marketing Subcommittee's bench market study and recommendations. She said NAHRO leadership recommended they present the study to the full committee for input, and then with their permission, they would begin working with the various corresponding committees to put the recommendations into practice. Cynde said they created the study to see if other organizations were providing products and services NAHRO should consider offering in order to improve our value to our members. They looked at four organizations in the areas of advocacy, professional development, and best practices. These organizations included the National Low Income Housing Commission, PHADA, Nan McKay and the National Apartment Association. The subcommittee did the research and then documented their findings, which were sent to the committee for review prior to this call. Once they have the committee's approval, they will contact the corresponding committee chairs to start work on their ideas. Milet asked if there was anything that stood out to her, and Cynde said it was their findings concerning professional development. If NAHRO wanted to be a leader in this area, they needed to find ways to differentiate themselves from the perceived leader, which is Nan McKay. Milet said she was also intrigued by the vendor training the National Apartment Association provided. Anna Judge also asked if there was a huge cost difference between Nan's products and NAHRO's. Cynde said they did not look at that factor since they were mainly focusing on the topics and types of trainings offered, but they would go back and investigate that. Denita thanked the subcommittee for their work.

A motion was put forth to approve the Marketing Subcommittee's bench market study and recommendations, and to give them permission to start working with the appropriate committees on those recommendations. Milet Hopping gave the first and Donna Brown-Rego gave the second. The motion was approved unanimously.

Denita also reminded everyone about the upcoming conference, and staff said the dates were March 2-4 and registration was still available. She also mentioned NAHRO would be scheduling a virtual Hill day for everyone, and to contact Tess Hembree if they had any questions about that event.

Denita thanked everyone for their input, and she asked if there was any other new business. Hearing none, the call ended at 3:35 pm.

The next call is scheduled for March 9 at 3:00 pm.