



**2019-2021 Member Services, Marketing and Relationship Subcommittee –
Conference Call
Thursday, May 27, 2021 – 2:00 pm-2:30 pm**

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

Attendance:

Those on the call: Cynde Smith, Zach Bale, Jhailia Brown and Larry Guanzon

Guest: provide

Milet Hopping and Denita Johnson

Cynde Smith thanked everyone for sharing their time. She said she had a few updates she wanted to provide. The first was she met with the Professional Development Committee to share the key results of the bench market study that pertained to them. She said the report was well-received and in line with what the PD committee was already doing. She said they had some questions about Nan McKay's pricing, and they asked if the Marketing Subcommittee had any data on that or if they could help them obtain some. Cynde asked the group if they used Nan, would they be willing to share pricing information? Or if they had not, if they had any ideas on how to obtain that intel. Milet Hopping said her agency used Nan in the past so she would look for that information and share it. She also suggested we reach out to the regions to see if they could share that information. Zach Bale and Larry Guanzon said they also did training with Nan in the past, and they remembered it was based on a pricing scale, if they had 10 people it was this rate, if they had 20 it was that rate. Cynde said she also used them for supplier certifications and Larry mentioned his agency used Nan for their five-year plan and their admin plan for Section 8. Cynde said there was some good discussion at the end of the exchange with the PD committee about members' content needs and how the PD Committee wants to make sure they are ahead of the curve and providing our members with the topics they require. Cynde said she hopes to do a similar exchange with the Legislative Network, but a date hadn't been set yet.

Cynde then reported on her discussion with the Business Partners Council on the DEI framework. She said on the last Member Services call it was mentioned we should see if we could leverage help from the BPC on some of the access points. She said three or four BPC members said they could offer guidance/best practices on some of the access points. Equifax and CVR Consulting said they had best practices they could share regarding economic stability. CVR said they could address the education aspect where it aligns with training on HUD programs. CVR, Equifax and DU and Associates all said they could offer good examples from PHAs who had high quality programs in the health area, and finally, DU Associates and CVR also said they could provide guidance on neighborhood zoning and planning, how to get advisement on these areas and pitfalls to avoid. Cynde said she hopes to present this information on the next Member Services call to see how we can connect the dots and bring the BPC into the conversation to start work on this. Milet said this was awesome news. Cynde said she also followed up with the BPC members who weren't on the call to see if they could offer support as well.

Cynde asked if there was any other business. Larry mentioned he saw the DEI presentation Liz Glenn and Tiffany Magnum did on DEI, and he thought it was a great presentation on how to inform members and staff on these issues. Milet asked if there was a way, we could have access to this program. Staff

said we should have a video of the national version they did and if we do, it could be added as part of the toolkit Member Services talked about developing. Denita said this is the second time she heard how good the training was so she thinks it would be a great asset to the toolkit. Larry said he is partnering with his local collage to have their DEI Director talk to his agency, and Staff said this is another idea that could be part of the toolkit.

Cynde asked if there was any other business, hearing none, she thanked everyone for joining and the call ended at 2:30 pm.

Next Call: June 17, 2021 2:00 pm ET