



2023-2025 Member Services Committee
Wednesday, September 25, 2024, 9:00 - 12:00 pm EST
NAHRO National Conference and Exposition
Magnolia 4, Level 1
Chair: Shaunté Evans sevans@spartanburghousing.org
Vice Chair: Beverly Banks mundayha@hotmail.com
Staff Liaison: Suzanne Stuart sstuart@nahro.org

Meeting Minutes
Chair/Presiding: Shaunté Evans
Vice Chair: Beverly Banks

Welcome, Roll Call

Members in Attendance: Banks, Beverly; Bouffard, Rickey; Carlson, Amber; Carolla, Angela; Caudle, Nikki; Centinaro, Gary; Chubenko, Eric; Evans, Shaunté; Fosler, Zachary; Fuller, Kia; Gibson, Gina; Gonzalez, Vanessa; Guanzon, Larry; Layne, Ingrid; Jackson, Keon; Lee, Dara; Lierman, Toasha; Oglesby, Jacob; Parr, Pamela; Riddick, Shari; Rodriguez, Andrew; Sansbury, Gail; Stewart, Taleshia; Swafford, Trina; Tatroe, Kristina; Townsend, Kimberly

Members Absent: Dixon, Sharon; Fontenot, Stephan; Hamilton, John; McGruder, Natasha; Paulson, MaryLiz; Polito, Jennifer; Randolph, Kennard; Shelburn, Billie; Stanton, Jill; Stewart, Amy; Stordahl, Revonda; Trujillo, Steven

Highlights:

The Committee discussed the key events of the conference, and the role they can play at each event, particularly the Award of Merit Reception, First Time attending Event, and the Women's Leadership Breakfast.

CEO Thiele joined the committee to introduce a discussion on future site selection for NAHRO conferences. Jill Randles, NAHRO's Director of Conferences, discussed each of the proposed cities and hotels, describing her research and site visits. The proposed 2025-2027 meeting schedule was approved for recommendation to the Board of Governors (motioned by Pamela Parr, seconded by Zac Fosler, all were in favor):

Summer Symposium

2025 – July 17-18; New York City, New York; New York Hilton Midtown
2026 – July 16-17; Nashville, Tennessee; Renaissance Nashville Hotel
2027 – July 15-16; Minneapolis, Minnesota; Minneapolis Marriot City Center

National Conference and Exhibition

2026 – October 15-17; Denver, Colorado; Denver Convention Center
2027 – October 27-29; Las Vegas, Nevada; Caesar's Palace

Washington Conference

2027 – April 4-6; Washington, DC; Hyatt Washington Capitol Hill

Two additional resolutions were introduced and unanimously passed and recommended for referral to the NAHRO Board of Governors:

Resolution from Southwest Regional Council NAHRO Bylaws from the Texas Chapter of the Southwest Region of NAHRO with proposed revisions as approved during their June 2024 Conference. These bylaws were reviewed, and Chair Evans requested a motion and vote to approve recommendation to the Board of Governors. The Resolution Adopting Texas NAHRO Update By-Laws was approved. Motioned by Gary Centinaro, seconded by Andy Rodriguez, all were in favor.

Resolution from New England Regional Council NAHRO bylaws from the New England Regional Council of NAHRO with proposed revision as approved in April 2024 by their Board and subsequently approved by their general membership in August 2024. These bylaws were reviewed, and Chair Evans requested a motion and vote to approve recommendation to the Board of Governors. The Resolution Adopting Connecticut NAHRO Updated By-Laws was approved. Motioned by Gary Centinaro, seconded by Amber Carlson, all were in favor.

The Emerging Leaders Subcommittee and Women of NAHRO Subcommittee provided brief updates from their areas. Emerging Leaders are exploring ways to become more involved and prominent at NAHRO Conferences. The Women of NAHRO group is gathering excitement leading up to the Women's Breakfast – and thanked sponsors Quadel and CSG Advisors. She encouraged the women of the committee to join the Women of NAHRO Facebook group. Chair Evans encouraged everyone to use the conference app.

The Committee broke into three groups to discuss and report out on development of the Member Services Committee Work Plan development in support of the NAHRO Strategic Plan.

Their discussion topics and summary reports:

1. Create and promote opportunities for housing professionals at different transition points in their careers to promote leadership and professional development.

Kristina Tatroe reported: small agencies cannot afford to send people to conferences, as a result they are underrepresented. Develop a virtual option for participation– a way to connect socially – might help. Create a mentor panel, discussion forums, make available to everyone to share best practices, create connections, etc. Another idea is creating a virtual “bright ideas” box that could be added to a NAHRO app or other social platform - could help identify new topic areas for NAHRO conferences. This would also encourage leadership development. Emerging Leaders and Fellows could host and participate.

2. Develop and provide a technological platform to connect members and foster relationship-building across the industry at the state, regional, and national levels of NAHRO to share information and best practices.

Zac Fosler reported: The group discussed two paths. A lower cost option would be using existing social media platform like LinkedIn or Facebook or the NAHRO Conference App. A master calendar would be helpful – maybe assign this task to Regional Presidents. Another path would be to use the NAHRO website or a separate app. We would first need to make sure we are not duplicating any efforts, but then we need to identify resources and cost estimates to develop and maintain. We would need a way to encourage members to interact with it, share information, etc. The Women of NAHRO is having success on this front on Facebook. Another suggestion to come out of this group is that it would be helpful to have a central repository of who are members of which organizations are on the local, state, regional, and national levels.

3. Develop a member ambassador program for membership recruitment and retention at national, state, and local levels.

Keon Jackson reported: The group discussed creating a member ambassador program at the state and national level. Perhaps create a point of contact at each region to report on this data. We discussed doing pre-conference surveys to find out why attendees come to NAHRO events? The group discussed first time attendee surveys. Better awareness of dues would be helpful – PHADA, CLPHA, etc. Everyone on the committee can serve as member ambassadors – include first timers in your activities, and intentionally break up cliques. Perhaps host an event for prospective members at conferences. What else can we do to attract prospective members – perhaps free or discounted dues, etc.? We need to make people feel welcome and included. How can we identify ourselves as ambassadors – colored lanyards, etc. We need to explore ways to capture more data about our attendees. Things like tracking session attendance information would be helpful. Need to explore if any useful information can be extracted from the conference app, for example from users building their agendas, and posts in the virtual café. A toolkit would be helpful – elevator speech, talking points, membership resources.