



NAHRO 2011-2013 MEMBER SERVICES COMMITTEE

Saturday, March 24, 2012 (9:45 am – 5:00 pm)
Washington DC Renaissance Hotel
999 Ninth St, NW
Washington, DC 20001

Draft Meeting Minutes

The Vice President of the Member Services Committee, Pam Thompson, called the meeting to order and welcomed Committee Members and Guests.

Attendance:

Those present: Pamala Thompson, Diane Haislip, Donna Brown, Marsha Sullivan, Gary Centinaro, Eric Chubenko, Dale Gravett, Kim Holman-Short, Denita Johnson, Patricia Toops, Shaunte Evans, Robert Farrar, Sean Gilbert, Patsy Noland, Carlen Williams, Sharron Gargas, Eva Shults, Melanie Villalobos, Lori Draper, Jean Goebel, Jody, Kale, Craig Maraschky, Bill Niswonger, Kathy Ricci, John Stengle, Revonda Stordahl,

Those absent from the meeting included: Rosalie Deane, David Allen Brown, Donald Emerson, Arleen Brosch (Anita Kennedy will replace her), Andy Rodriguez, Melvin Taylor, Danetta Brooks, MaryLiz Paulson, Gary Calvert, and Shelli Nesmith.

A quorum was present.

Guests

Betsey Martens
DeeAnna Bakken
Donald May
Dominic Mitchell

NAHRO Staff

Saul Ramirez
Lori Myers-Carpenter
Mary Pike

Pam Thompson, Committee Chair called the meeting to order and asked for a roll call. A quorum was present. She asked for the approval of the agenda. The committee voted and approved the agenda. Next Pam paired the Committee Members with a “buddy” for introductions.

During the introductions, President Martens and CEO, Saul Ramirez visited the committee and Pam Thompson turned the meeting over to them. President Martens thanked Mary Pike for her service to NAHRO and the Member Services Committee. She then mentioned her vision for the strategic plan and said that the Member Services Committee was in the best position to determine what the membership

wanted/needed. Saul Ramirez extended his thanks to Mary Pike as well and mentioned other changes taking place at NAHRO such as the creation of the customer service department, the associates' management online forms, exploring social media and the strategic plan. He said the plan will be the barometer of our work, progress and direction.

After the President and CEO's remarks, Pam Thompson called for approval of the minutes from the fall conference. Gary Centinaro made the motion for approval and Bob Farrar seconded. It was noted that Sharron Gargas was not listed in attendance but she was at the meeting. The minutes were approved pending this revision.

Pam Thompson asked Diane Haislip to provide an overview of the Leadership Summit in January. Diane reported that it was a lot of hard work, which was mostly conducted in small groups. However, there were opportunities for group interaction on the opening and closing days. One of the main themes that came out of the summit that pertained to Member Services was branding/imaging – does NAHRO have the image that it wants and if not, how can we change it? Other topics included professional development, partnerships, and technology including social networks.

The committee then broke into subcommittees followed by lunch.

After lunch the meeting reconvened and a quorum was present. Pam Thompson asked Patsy Noland, the Chair of the National Conference Planning Committee to provide an update to the committee. Patsy said the committee would meet the next day to select the sessions for the conference. She also said they planned to have a lot of fun while we were in Nashville and to stay tuned for more details.

Lori Myers-Carpenter, NAHRO Staff, reported that there had been a slight increase in total agency membership. Housing, MSC, non-profits, for profits and affiliates have all gone up, and we currently have a total of 3155 agency members. At this time last year, we had 19,406 associates and this year we currently have 20,131. She also reported that applications for the awards of Merit closed on January 9th and we received a total of 221 applications. That's a 16% decrease from last year. She mentioned Jasmin Rathod, NAHRO's Director of Technology and Information would provide a brief presentation on the associate and agency management on-line information forms that Saul mentioned in the morning, later in the afternoon. Finally, she reported the communications department would include a monitor survey in either the March 31 or April 15 monitors, and she encouraged the members to complete it.

The subcommittees then provided their reports.

Awards – Lori Draper, Chair of the Awards Subcommittee, said the group would like to see best practices from the Awards of Excellence winners used in conference sessions. She said they didn't want the awards to end up just being a plaque. They felt this was a way to enhance the awards and make them more meaningful.

Emerging Leaders – Chair Shaunte Evans said they had a total of 10 Emerging Leaders in attendance. They had a lively discussion on how to educate members about their group. She reported they had spent the last two years forming the group's foundation, now they needed to elevate it. They requested staff to provide them with the names of the people who self-identified themselves as emerging leaders on the membership survey if possible. Shaunte said they also needed to better define the benefits of being an emerging leader. She said they would like to help lead or plan a session at the summer conference or to possibly have a session for emerging leaders to brainstorm on the type of educational

seminars they need. Shaunte also reported they were asked to identify an emerging leader to work with the professional development committee. Shaunte said since Tami Frost is already on the PD committee, she will serve as the Emerging Leaders representative. Shaunte also mentioned the emerging leaders reviewed the strategic action plan and they are on task to complete some of the goals already.

Shaunte then put forth two motions:

1. Motion to add an emerging leader's identifier to the associates information management form and add it to the welcome letter.

Shaunte moved to accept the motion and Carlen Williams seconded it. A vote was taken and the motion passed unanimously.

2. Motion that the Member Services Committee support the Emerging Leaders Subcommittee's decision to develop a framework for participation of all self-identifying Emerging Leaders. The Committee requests the NAHRO President to appoint NAHRO leaders to assist in this process.

Shaunte moved to accept the motion and Carlen Williams seconded it. A vote was taken and the motion passed unanimously.

Marketing – Jodi Kole, Chair of the Marketing Subcommittee requested that staff provide them with feedback on suggestions that were made at the previous committee meetings concerning the progress of the marketing group that was hired to help with the association's branding, their request for a re-design of the NAHRO logo, and the dissemination of the elevator speech.

She said the subcommittee also brainstormed for some ideas to help increase membership including incentives to bring in new members and how to recognize long-standing members. They suggested we offer services like Ask an Expert to attract new members. Or to see if we could send email teasers to non-members allowing them partial access to the member only portion of the web site to encourage them to join. Long-term members might be offered coupons for discounts on products.

Gary Centinaro – After the non-member email was sent, staff would follow-up with an offer for discounted membership. For long-term members, we could list their names in the conference programs for added recognition.

Bill Niswonger -- Why do agencies go to other groups?

Melanie Villalobos – Because some are more specialized. For example, CLPHA is for large agencies so the discussions at their conferences are much different than the discussions at our conferences.

Sharon Gargas – Suggested we might invest in some nice merchandise to sell like pad folios to help with branding. She also said we could consider rewarding frequent attendance at the conferences. For every 10th conference you attend, you would receive something. She also mentioned that people liked the Housing America logo, but found ours dated.

Relationships/Partnerships – No report. Donna Brown was the only member present on this subcommittee so she joined the Marketing Subcommittees discussion.

Don Cameron joined the meeting so Pam postponed the IT subcommittee report so Don could address the Committee. Don told the committee that several years ago the Board of Governors authorized the creation of a Fellowship Program that would recognize life-time achievement and service in the housing and community development field. Don's hope is that these people are honored during their service time and not after. The fellows program was in place with the current application for several years and the application process was going well, but at the last National Conference they decided to review the process. He said they determined that although there was the option for individuals to submit application nominations that rarely happened. Therefore they proposed to simply revert to the regional nomination. He also said they wanted to change the mastery options to make some more prevalent. Finally, they felt since it was a NAHRO's Fellow, the applicants needed to be involved in NAHRO, and not just in other organizations.

Pam asked if there was a motion to approve the changes to the Fellows Application.

Motion to approve the changes to the Fellows Application.

Lori Draper put forth the motion. Revonda Stordahl seconded it. A vote was taken and the motion passed unanimously.

Don said he appreciated that the Fellows would remain under Member Services, and he was glad they are linked.

Mary Pike -- Mentioned during the Marketing Subcommittee report it was suggested that we create an Ask the Expert panel – maybe the Fellows could fill this role.

Pam Thompson – What is the new deadline. Don replied he believed it was July 12 – extended to July 16.

Pam thanked Don for his participation and asked the IT Subcommittee Chair for their report.

IT -- Craig Maraschky reported Jasmin had provided them with an update on current IT activities. During the discussion the member login was discussed, and the subcommittee said they felt it was cumbersome to have it on everything, and that more of the website should be open to everyone.

Dale Gravett – Sometimes wants to share information with his colleagues but he can't due to the login

Mary Pike – Suggested the committee ask staff to look into the ramifications, if any, of opening up more of the website to the general public. She mentioned that agencies with extra associate slots could also assign those slots to anyone, like the CD staff that Dale had mentioned, in order to share information.

Motion for staff to look into having more of the web site open to the public like the Monitor and links from Washington Update.

Craig Maraschky put forth the motion. Bill Niswonger seconded it. A vote was taken and the motion passed unanimously.

Eva Shults – Reported the IT subcommittee reviewed the strategic action plan and many of the goals and objectives were already in motion.

Pam Thompson asked Jasmin Rathod to provide a presentation on the associates management and agency management online forms. During his presentation he mentioned to Carlen Williams and Shaunte Evans that the information they requested concerning emerging leaders could be added to the form.

Pam told Jasmin the Committee was happy to help in the testing process and to call on them again for similar projects. She also said the committee should be proud since this was one of their suggestions and it came to pass.

Gary Centinaro – Mentioned he didn't believe the credit card information for online conference registration was protected.

Jasmin Rathod -- The NAHRO credit card site is protected and this would be too.

Gary Centinaro – Said he didn't see the S after the extension so that was why he believed it wasn't protected. Jasmin will research this.

Donna Brown – Could Jasmin write an apps for NAHRO. He said our site wasn't compatible yet with tablets, and he was still working on the interface.

Jasmin mentioned in the IT subcommittee meeting members had questions about the login. He showed the committee how to change their password at any time under the My Profile section. He also asked if they thought we should have the option to save both the password and the login. No real objection surfaced so he said he make add this option.

Finally, Jasmin reported in a recent social media meeting with staff, it was decided to create a NAHRO Twitter account.

Melanie Villalobos – Is this something we should be doing? She doesn't Twitter much so she wasn't sure of the benefits. She asked what the emerging leaders thought. She said she doesn't want NAHRO putting our resources into something the membership doesn't need or want.

Carlen Williams – She feels LinkedIn is the better option, and its more professional. LinkedIn allows you to create a group from which you can send out articles. Jasmin said he would share the committees' thoughts with staff.

Pam Thompson asked Mary Pike to report on the By-Laws. Mary said the preferred way to have by-laws reviewed is to send them to National first for review before sending them to the Chapters and Regions for a vote. She said we would like to see the original by-law, which would include the sections that were changing, and after the change to state the reason for it.

Gary Centinaro -- NJ has changes and he'd be sending them to NAHRO shortly.

Bill Niswonger --What should we do if the chapter or region isn't following the by-laws? Mary said they should address the issue with the President of the Chapter or Region first. If no action is taken, then

they could go to the board. If no action is taken at the Chapter level then it could be taken to the Region and so on.

Mary then went over the changes proposed to the MI By-laws which included adding a provision for electronic voting and specifying when voting could take place.

Pam asked if there was a motion to approve the changes to the MI By-Laws.

Motion to approve the changes to the Michigan Chapter By-Laws

Ravondah put forth the motion and Donna seconded. A vote was taken and the motion passed unanimously.

Pam then asked each region for their reports.

NERC: Donna Brown reported that NERC held their mid-winter conference in Newport, RI. The theme centered on technology so they had sessions on social media, hand-held inspection devices, security /surveillance equipment and more. They also built NAHRO's Ethics for the H/CD Commissioner session into the program. They have also been promoting the Housing America poster conference and each year more people become involved.

MARC: Diane Haislip reported that each state participated in the Housing America poster contest, and they will be judged in May.

SERC: Sean Gilbert reported the SERC Member Services Committee is focusing their efforts on increasing membership. They plan to have a table at each conference that would include a banner, tri-fold display, brochures, etc.

SWRC: Eva Shults said she submitted a written report and they were lucky that SWRC and Texas NAHRO shared the same service officer.

PSWRC: Lori Draper and Jean Goebel reported they are working on the awards and getting ready for their upcoming conference.

NCRC: Kim Holman-Short reported they are working on their by-laws and will send them to NAHRO soon. They are also working on creating an Emerging Leader award and hope to honor their first awardees in April.

Patti Toops -- They are also working on judging the regional jury entries.

PNRC: Pam Thompson reported they are again holding a golf tournament in connection with their conference to help raise money for their scholarship program.

MPRC: Craig Maraschky reported they met in Salt Lake City for their executive board meeting and to plan their annual conference. President Martens was in attendance and provided them with information on the strategic plan. They have also been working on their by-laws and are beginning to

judge the regional awards of merit. They are also looking into ways to be more aggressive on the legislative front.

After the regional reports, Pam Thompson opened the floor for new business. She reported the Chair of the Budget and Administrative Committee requested that Member Services discuss whether or not there needs to be protocols in place for spending NAHRO money on travel and events for the President or Senior Vice President.

Mary mentioned some regions and chapters pay for staff or the president or vice presidents travel to their area, while in other cases the individual pays for it themselves, and sometimes NAHRO pays for it.

After some discussion it was agreed that the committee thought that there should be some protocols in place and the called for a motion.

The Members Services Committee extends an invitation to the Budget and Administration Committee's chair to discuss the President and Vice Presidents travel expenses with the Committee and asks the B&A chair to provide the types of expenses she wants to discuss with them, as well as a historical record of previous expenses for the past three years.

Gary put forth the motion and Eric seconded. A vote was taken and the motion passed.

Pam requested if any Member Services Committee members were available on Sunday from 1:30-2:30 p.m. that they attend the First Time Attendee Overview.

Pam asked if there was any other new business. Hearing none, she closed the meeting by recognizing Mary's service to the committee. Pam presented Mary with a donation from the Committee on behalf of the non-profit Mary helped to create, NoVA Outside. Mary thanked the group for their generous contribution and told them how much she admired them and their commitment to serve. She reminded them about some of the milestones they achieved during her time as liaison, which included creating the code of professional conduct, revamping the dues structure not once but twice, and creating the Awards of Merit, Excellence, and most of the individual awards. Pam thanked Mary again for her service and called for a motion to adjourn. The motion passed unanimously.

The next meeting of the Member Services Committee will be held on July 28 in San Francisco, CA.