



## **NAHRO 2011-2013 MEMBER SERVICES COMMITTEE**

Saturday, October 27, 2012 (9:30 am – 5:00 pm)  
Nashville Convention Center  
601 Commerce Street, Nashville, TN 37203  
Level Two, Room 206

### **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, Rosalie Deane, David Allen Brown, Gary Centinaro, Eric Chubenko, Dale Gravett, Kim Holman-Short, Denita Johnson, Patty Toops, Shaunte Evans, Sean Gilbert, Patsy Noland, Carlen Williams, Anita Kennedy, Melanie Villalobos, Jean Goebel, Shelli Nesmith, Andy Rodriguez, Craig Maraschky, John Stengle, and Revonda Stordahl.

Those absent from the meeting included: Marcia Sullivan, Donald Emerson, Robert Farrar, Sharon Gargas, Melvin Taylor, Danetta Brooks, Lori Draper, MaryLiz Paulson, Jody Kole, Kathy Ricci, and Bill Nighswonger. (Note: It was mentioned that Kathy Ricci retired.)

A quorum was present.

#### **Non-Voting:**

DeeAnna Bakken

#### **Guests:**

Betsey Martens, NAHRO President

#### **NAHRO Staff:**

Saul Ramirez  
Lori Myers-Carpenter

Once the meeting was called to order, the Committee broke into subcommittee meetings. The meeting reconvened later that morning, and Pam Thompson asked for the approval of the agenda. Andy Rodriguez put forth a motion and Jean Goebel gave the second. The committee voted and approved the agenda unanimously.

Pam called for approval of the minutes from the July conference. Revonda Stordahl put forth a motion and Anita Kennedy gave the second. The committee voted and approved the minutes unanimously.

Pam asked Lori Myers-Carpenter to provide the staff rep ort. Lori said membership is slightly down since the last conference and most cancellations were from smaller agencies due to budget cuts. She also reported that the 2013 Agency Awards Application was now available on-line, and she encouraged committee members to submit applications.

Pam asked for the subcommittee reports:

**Awards** – Patsy Noland reported they discussed submitting a best practices session for the 2013 Call for Presentations based on the Award of Excellence winners. They selected three award winners for a presentation at the Summer Conference (Red Oak Park, Boulder, CO; Mobile Optimized Website, Norfolk, VA and Cooper House, Fargo, ND). They also selected three, plus an alternate, for a presentation at the National Conference (Healthy Living Program, Cleveland, OH; Adopt a Room, Santa Barbara, CA; and either A Supportive Client Services, Bridgeport, CT or Renaissance at Trinity, Fresno, CA).

**Emerging Leaders** – Chair Shaunte Evans invited the committee to attend the Party with Purpose that evening at the Renaissance. She said they picked a new charity this year, Safe Haven, a homeless shelter in Nashville, TN that shelters the entire family. She also reported they had a great turn out at the Brown Bag luncheon in San Francisco, and they planned to hold another in Denver next year. She said they formed a working group to develop the Emerging Leader Award, and they hope to have it ready for review prior to the Legislative Conference to get feedback before submitting it to the Member Services and BOG committees for approval. Finally she reported they are working with the NAHRO Fellows on a mentoring program, and they are putting together session ideas for the 2013 Call for Presentations.

**Marketing** – Melanie Villalobos reported they discussed why people become members and why they choose one organization over another. They also discussed first time attendees, and they felt we should send them a special survey after the conference to get them to feel more involved with NAHRO. She said they drafted questions which they will share with staff. They also said we should consider offering new members a conference discount. Finally, they asked if lists of non-members specific to each region could be shared with the committee so they could contact them about membership.

**IT** – Craig Maraschky reported that Jasmin Rathod joined them to showcase the new online Goals and Objective application. He also reported that NAHRO is looking into offering message boards. Finally he said they asked staff to look into the possibility of making it easier to view links to the members only information on their mobile devices without having to login again.

**Relationships/Partnerships** – Donna Brown reported they received a few examples from the Best Practices request that was sent out in the September Associates Advantage. They are going to include the question in future Associates' Advantage in order to gain more responses. They also want to add award winning programs having to do with internships or partnerships with colleges to the database that was started. They are working on ways to share these with members – maybe through a separate 'solutions database' on the NAHRO website or in a brochure in conference packets.

Donna reported that the subcommittee joined the Marketing subcommittee to discuss ways to attract new graduates to the industry. They agreed job fairs were a good way to let graduates know about opportunities at housing authorities, and they might work best at the state and regional level rather

than through individual agencies. Maybe state/regional NAHRO representatives could attend local fairs on behalf of state/regional agencies and provide open job descriptions from them and encourage agencies to consider internships.

After the regional reports, Pam asked David Allen Brown and Patsy Noland to provide an update on the National Conference Planning. They said the conference team took very good care of them and did a great job. They hoped everyone enjoyed the conference and would have a chance to go down to Broadway and 2<sup>nd</sup> to explore the city.

The committee then discussed Goal 4, Objective 2, Task 3 and 4 on the Strategic Plan to develop new products and services and to assess the dues structure to identify new types of members, specifically consortias. Several ideas were suggested including setting up an umbrella membership fee that would cover more than one agency. The committee determined that more thought and discussion was needed, so the item will be added to the agenda in March.

Pam asked if there were any additions to the regional reports already submitted. MARC, MPRC, NERC, PNRC and PSWRC reported no changes.

NCRC – DeeAnna Bakken reported that NCRC hoped to have their by-laws ready for approval at the March meeting. She also reported there is some discussion on who is an associate and who is not and they are reviewing lists state by state.

SERC – Patsy Noland reported that SERC is addressing agencies that are no longer members by making personal contact with them. Due to this outreach several previous members have rejoined.

SWRC – Anita Kennedy reported that she is replacing Eva Shults who recently retired.

Pam asked the group if we should continue the new format at the Legislative Conference, and they all agreed. She then reminded everyone that volunteers were needed for the First Time Attendee session scheduled for Sunday morning at 9:00 am.

Pam asked if there was any other business. Hearing none she adjourned the meeting.

**The next meeting of the Member Services Committee will be held on March 16 in Washington, DC.**