



NAHRO 2013-2015 MEMBER SERVICES COMMITTEE

Saturday, March 8, 2014 (9:45 am – 5:00 pm)
Washington DC Renaissance Hotel
999 Ninth St, NW
Washington, DC 20001
Congressional Ballroom B, Ballroom Level

Draft Meeting Minutes

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

Attendance:

Those present: Diane Haislip, Donna Brown, David Allen Brown, Cathy Burtness, Gary Centinaro, Marcie Chavez, Eric Chubenko, Bob Farrar, Neil Flynn, Anthony Goodson, Dale Gravett, Kim Holman-Short, Denita Johnson, Dave Martens, Roxanne Mason, Moses Mayne, David Northern, Deborah Quirk, Stan Quy, Gail Sansbury, Gary Schaffrick, Sherry Scudder, John Stengle, Revonda Stordahl, and Pati Toops

Those absent from the meeting: Beverly Banks, Shaundra Clark, Shaunte Evans, Sean Gilbert, Jean Goebel, Anita Kennedy, Craig Maraschky, MaryLiz Paulson, Andy Rodriguez, Billie Shelburn, Lisa Stevens, and Pam Thompson

A quorum was present.

Guests:

Preston Prince, NAHRO President
Diane Cohen, Chelsea (MA) Housing Authority
Caroline Ensey, Housing Commission of Anne Arundel County, Glen Burnie, MD

NAHRO Staff:

Saul Ramirez
Lori Myers-Carpenter
Jill Randles

Diane Haislip called for approval of the agenda for the meeting. Gary Centinaro put forth a motion and Erik Chubenko gave the second. The committee voted and approved the agenda unanimously. Diane then asked for approval of the minutes from the October meeting. Anthony Goodson put forth a motion and Stan Quy gave the second. The committee voted and approved the minutes unanimously.

Diane provided an overview of the Leadership Retreat held in Manhattan Beach earlier in the year which focused on the Strategic Plan's strategy statements.

Lori Myers-Carpenter reported membership numbers had seen a slight decline from the last conference, mostly in the public housing category due to budget cuts. She also reported more than 200 Awards of Merit applications had been submitted, and the applications would be going to the regional juries for judging in mid- to late March. Finally, she said staff is working with a consultant to create a membership survey focusing on conferences and professional development.

Diane asked Lori to review the work plan for the subcommittees as it pertained to the business plan before they broke into their respective groups. Lori said the main goal was for each subcommittee to review the tasks under each strategy statement that pertained to them, and for them to determine if the tasks were still relevant, if they needed to be re-written and if they did not have concrete completion dates to provide them.

In the afternoon, the subcommittees gave their reports.

The Awards Subcommittee – Marcie Chavez reported they reviewed and re-wrote the proposed session descriptions for the 2014 Call for Presentations for the summer and national conferences, which featured 2013 Award of Excellence winners. She said they also discussed the current Awards Ceremony held at the Summer Conference, and they are working on recommendations for staff on ways to make the ceremony more meaningful. Finally, she said they are developing tasks to add to the Business Plan related to awards.

The Marketing and Relationships Subcommittees – Stan Quy reported they had a good discussion and covered many of the items listed under Goal 4, Strategy 2, Tasks 4-8; Goal 6, Strategy 1, Tasks 1-4 and 10; and Goal 7, Strategy 3, Task 3. They suggested changes to the language of certain tasks, requested one be moved to another group, and added others. Dave Martins added the subcommittee had been charged by the Chair to respond to a proposal put forth by the MPRC concerning marketing efforts. He said they decided to incorporate both requests, to market to homeless service providers and CD agencies, as tasks into the business plan. Stan reported on some of the main discussion items, such as the lack of a NAHRO brand, encouraging new agencies/associates to join/try products, and obtaining a list of conference attendees/membership associates by title to see who is using our services in order to better market to them and others. They also touched on the Rethink Campaign, creating a list of best practices and an Emerging Leaders blog, handling conference evaluations, and more.

The IT Subcommittee – Gary Centinaro reported the group met with staff for a technology update. Jasmin Rathod showed them the revised NAHRO Strategic Plan, told them about the recent PC upgrade, and the plans for an Association Management System (AMS) upgrade in the fall. They also reviewed the conference website pages and offered recommendations, including making the list of upcoming conferences easier to find. Finally they reviewed Goal 5, Strategy

1, Tasks 1 and 8 of the NAHRO Business Plan, and they determined they could not move forward with either one until the AMS was updated.

The Emerging Leaders Subcommittee – Denita Johnson reported their meeting started off by discussing the definition of an Emerging Leader and how to determine when a person has emerged. She also said David Northern provided the group with background information on the group's inception since he was one of the founding members. Denita reported the group also discussed possible topics for the brown bag session at the 2014 Summer conference, as well as sessions for the Call for Presentation for both conferences. Further discussion of possible topics will take place during a follow-up conference call, and they hope to poll the list of 200 plus colleagues who expressed interest in becoming involved with the Emerging Leaders for their input on possible topics. They also reviewed the following items on the Business Plan: Goal 5, Strategy Statement 1, Task 1 and 8 and Goal 6, Strategy 1, Tasks 5, 6, and 8. They reported they re-worded some, determined that others needed to be moved to other areas, removed some, and provided completion dates for most of them.

The President and CEO, along with Jill Randles on the NAHRO staff, joined the meeting. Preston Prince thanked the committee for the time and effort they were putting into serving on the committee, and he reinforced some items he was focusing on during his term such as authentic leadership, homelessness, and the 3rd grade reading initiative.

Saul thanked everyone for attending in these difficult times and for supporting NAHRO. He mentioned that we have not raised dues in several years in order to show our support of the industry, and that the times ahead should prove somewhat better due to a slight increase in Federal funding for this year and next. He also said we've been trying to keep their financial limitations in mind by looking at future conference sites that offered good packages in terms of room rates, easy access both by air and ground, food and beverage costs, and meeting room rentals. We are also looking at cities that are doing innovative things in the areas of housing and community development. Saul said we asked for proposals from Seattle and Los Angeles for the National conference in keeping with the committee's request that we go to the West Coast or Midwest next year since we are on the East Coast this year. Seattle's proposal is really attractive, but we have second option on it, so we have to wait and see if the other group declines before we can make a decision. Los Angeles' package was quite expensive, but they were willing to negotiate with us once they discovered we were considering another site.

Marcie Chavez asked if there was anything her agency could do to help with LA. Saul said if Seattle falls through and the revised proposal from LA isn't close to what we want, he'll ask the agency for their help.

Diane asked if there were other options. Saul said Jill had looked into other cities, but most did not have our dates. Moses Mayne asked if we had looked into Clark County. Saul said we did not mainly since the administration tends to frown on conferences held there.

He also mentioned that Phoenix approached us about holding a conference there, but before we asked them to send us a proposal, he wanted the committees input. Sherry Scudder, Gary and Marcie expressed concerns about Phoenix.

Saul said he would keep the group updated on the situation as soon as they heard back from the Seattle group.

Saul also mentioned they had zeroed in on Austin as the choice for the Summer Conference due to the attractive package the city provided and its appeal as a destination city. The group liked the idea. Diane asked for a motion to select Austin as the site for the 2015 Summer Conference. Erik put forth the motion and David Allen Brown gave the second. The committee voted and approved the selection unanimously.

Saul then mentioned the proposal put forth by Home Depot, describing the program and the cost and benefits involved. It was suggested the committee give staff the authority to further explore the relationship, subject to clarification of certain items. Roxanne Mason put forth the motion and Pati Toops gave the second.

Diane asked if there was any discussion. The group had many questions about the program including what happens if there are several agencies signed up for the program but only one Home Depot in the area, what do they receive for their application fee, what happens if an agency already has a PO agreement with Home Depot, etc. Since there is no obligation for agencies to join, and it could be viewed as a benefit, the committee decided to vote on the motion put forth earlier and approved it unanimously.

The discussion reverted back to site selections, and the group suggested other possible sites to investigate if Seattle or LA did not work including Salt Lake City or Albuquerque. They felt strongly that we should not go to Arizona at this time, and Gary put forth a motion to not look into AZ as a possible site selection. David Northern gave the second. The committee voted in favor with one opposed.

The Committee then reviewed the by-laws for the newly created Long Island Housing and Renewal Officials, Inc. Chapter:

Long Island Housing and Renewal Officials, Inc. Chapter

The Long Island Housing and Renewal Officials, Inc. Chapter is a newly created Chapter in the MARC region. Their by-laws were modeled after the sample Chapter by-laws created by NAHRO with one main difference, the Board of Directors is comprised of the Incorporator and between three and 11 other directors. Three of the Directors are selected by the Incorporator and the remaining Directors are appointed by a majority vote of the other Directors. The Officers, who are elected by the membership, are not members of the Board, however they, along with the Board, are responsible for the overall direction of the Association.

Robert Farrar made the motion for approval and David Martins gave the second. The bylaws were approved.

Diane asked if there were any additions to the regional reports already submitted. SERC, SWRC, MPRC, and PSWRC reported no changes. Stan reported that NCRC would not have an Emerging Leader Award this year. Donna Brown reported NERC changed their event with their

representatives from a breakfast to a luncheon this year. Diane mentioned PNRC did not submit a report, and MARC provided a hard copy at the meeting, which would be posted on the website after the conference.

Diane reminded everyone that volunteers were needed for the First Time Attendee session scheduled for Sunday afternoon at 1:30 pm.

She asked if there was any other business. Stan wanted to know if the subcommittees could start holding conference calls. Diane said yes, and they should ask Lori to schedule them. She also reminded everyone the full committee's first conference call is scheduled for Wednesday, June 11 from 11:30-12:30 EST. Lori will send the login information closer to the conference date. Hearing no other business the meeting was adjourned at 4:15 pm.

The next meeting of the Member Services Committee will be held on July 16 in Tampa, FL.