

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

Wednesday, July 17, 2013 (10:00 am – 3:30 pm)  
Sheraton Denver Downtown Hotel  
1550 Court Place, Denver, CO 80202  
Plaza Ballroom E

### **-Draft Meeting Minutes-**

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

#### **Attendance:**

Those present: Pamala Thompson, Diane Haislip, Donna Brown, Marcia Sullivan, David Allen Brown, Gary Centinaro, Eric Chubenko, Dale Gravett, Donald Emerson, Kim Holman-Short, Denita Johnson, Robert Farrar, Sean Gilbert, Patsy Noland, Anita Kennedy, Jean Goebel, MaryLiz Paulson, Joshua Crites, Andy Rodriguez, Craig Maraschky, John Stengle and Revonda Stordahl.

Those absent from the meeting included: Rosalie Deane, Patty Toops, Shaunte Evans, Carlen Williams, Sharon Gargas, Melanie Villalobos, Shelli Nesmith, and Jody Kole.

A quorum was present.

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

DeeAnna Bakken

#### **Guest:**

Betsey Martens, NAHRO President

#### **NAHRO Staff:**

Saul Ramirez  
Lori Myers-Carpenter

Pam Thompson called for approval of the minutes from the March conference. Revonda Stordahl put forth a motion and Anita Kennedy gave the second. The committee voted and approved the minutes unanimously. She then called for approval of the agenda. David Allen Brown put forth a motion and Gary Centinaro gave the second. The committee voted and approved the agenda unanimously.

Lori Myers-Carpenter reported membership numbers had seen a slight decline from the last conference, which is believed to be caused by three main factors: smaller agencies getting absorbed by larger agencies, agencies/organizations shuttering due to the economy, and the CA Redevelopment agencies losing their funding. She also reported NAHRO is conducting a member benefits survey to determine the best selling points for the next membership campaign. She said they received a total of 223 applications this year, and 184 were selected to receive an

Award of Merit. Eighty-four of the award winners were then nominated for the Awards of Excellence, which will be selected during this conference. She said as of July 12<sup>th</sup> 688 people were registered for the conference, which included paid, comp, international, speakers, etc. Finally she reported Tawanna Barnes-Jackson will serve as the new Manufacturers and Suppliers Council (MSC) liaison.

Pam asked for any comments before the group broke into subcommittees. Hearing none, she reminded the group to return for their business meeting at 1:00 p.m.

The meeting reconvened in the afternoon, and Pam asked for the subcommittee reports:

- **Awards:** Jean Goebel reported they reviewed the application used for submissions and the group decided it needed to be revamped. Instead of having to complete five separate category tabs online, it was suggested it be changed to one single tab and applicants would need to cover the five categories as a narrative in that one tab. They also suggested the timeframes be changed in order to allow the regions more time to review the applications.

*Discussion:*

MaryLiz Paulson mentioned the attachments were difficult to open, and once they were opened, many had to be resized for viewing. It was suggested the attachments be limited to five and the applicants should be encouraged to group the attachments into one document.

Marcia Sullivan suggested instead of shipping all of the plaques to the conference, that one generic plaque be used for the photos, and the individual plaques would be shipped directly to the recipients.

Patsy Noland continued the subcommittee report by inviting the members to attend the Awards Subcommittee's concurrent session on "Get Inspired: Award Winning Programs You Can Replicate at Home" which featured three 2012 Award of Excellence winners. The session was scheduled for Thursday afternoon at 1:15 pm. She reported they also submitted a session for the national conference, but they had not heard if it was accepted or not.

- **Marketing/Relationships/Partnerships:** The Marketing and Relationships/Partnerships Subcommittees met together. Revonda Stordahl reported they focused on the new tasks requested by the Strategic Planning Group for Goal 6, #1: Influence to make housing and community development as a career choice and Goal 7, #5: Facilitate collaborative efforts for NAHRO members to coalesce with local organizations that are working to meet the needs of the people NAHRO members serve. They developed the following tasks for Goal 6, #1:
  - Work with universities and identify departments within their programs that focus on housing/community development and related fields,
  - Attend career fairs,

- Work with tenants and help them find funding for education,
- Offer scholarships to those tenants that want to go into housing/community development and related fields,
- Promote the ReThink campaign locally and nationally, and
- Use Craig's List and regional websites to post job listings.

For Goal 7, #5:

- Try to get more CD agencies involved and
  - Feature best practices sessions at every region
- **IT:** MaryLiz reported that Jasmin Rathod met with them, and told them about the following technology plans for NAHRO: upgrading NAHRO's back-office software in the fall, developing a new website for PNRC through the RSO Advantage Program, making the NAHRO website mobile optimized in 2014, and purchasing Go to Meeting to allow more interaction during e-learnings and e-briefings. The group also discussed the challenges of the current passkey system for making hotel reservations, the difficulty in finding some information on the website, and the current online award application. She also stated that the IT subcommittee will spend part of their time at future meetings critiquing different sections of the website in order to improve their overall usefulness to the members.
  - **Emerging Leaders:** Denita Johnson invited the committee to attend the two sessions on Thursday the Emerging Leaders were presenting at the conference: the "Lessons from Leaders: Success Stories from Industry Pioneers" concurrent session at 10:15 and the Brown Bag Lunch at 12:15. She reported they discussed the theme for the Party with a Purpose in Cleveland, and they decided on a Rock-n-roll theme where everyone would come dressed as their favorite rock star. They also discussed the format for their session at the National Conference, "Do You Have the Right Tools in Your Toolbox," which will feature Emerging Leaders and the NAHRO Fellows. They hope to make the session more interactive by either using a game show format or by pitting the Fellows against the ELs on which tools are more important. Finally she reported they have 8 applications for the Emerging Leader Award.

President Martens and CEO Saul Ramirez joined the meeting during the subcommittee reports. Betsey thanked the committee for choosing Denver and she complemented them on their work connected to the NAHRO member survey and the awards programs. Betsey also talked about the ReThink campaign and the videos that were available online to help spread word about the campaign.

Saul reported NAHRO is investing more into our members through the creation of the customer service/ member relations department and the upgrade to the membership database, which will help the customer service team better serve the members. He then asked Jill Randles to provide updated information on the site selection for the 2014 National Conference.

Jill reported she had looked into the three centrally located cities the committee requested her to review, but unfortunately none of them had space available in October 2014. She said in the

meantime, Seattle had lowered their room rates, but their overall package, when shuttling was factored in, was still not as favorable as the Baltimore package.

The committee had several questions/concerns about the Baltimore package including would registration fees be lowered, does NAHRO need three conferences considering our members current financial situation, and if we commit to Baltimore, can we make sure future conferences are held centrally or in the west since the west coast and mountain plains representatives felt it was not equitable to have all three conferences in a year on the East Coast. Saul addressed each question/concern as they arose.

Anita Kennedy put forth a motion to accept the Baltimore Proposal and Eric Chubenko gave the second.

Discussion continued on the topics mentioned above. The chair called for a vote when no more questions arose.

The motion passed with a majority vote in favor and three opposed.

The Committee then discussed the new tasks requested by the Strategic Planning Committee. They approved all of the suggestions made by the Marketing/Relationships/Partnerships for Goal 6, #1 and added we provide complimentary subscriptions of the NAHRO Monitor to those universities that provide housing and community development programs. The group felt Goal 7, #5 was already covered by the regions and did not need to be addressed at the National level. They requested the Strategic Planning Committee provide clarification on how they thought this related to National.

The committee turned their attention to the regional reports and Pam asked if there were any additions to the reports already submitted.

- NCRC – no changes to the reports submitted.
- MPRC – no changes to the reports submitted.
- MARC – Diane Haislip had one addition to the report. She said the region is looking into the RSO advantage program.
- NERC – Donna Brown reported the second annual Housing America Day at the ballpark was a success and suggested other agencies with triple A teams consider a similar event. She also said they had HAI talk about the ReThink campaign at their conference. Finally she mentioned Team Sequestration with Hapless embroidered on their sleeves, won best-dressed foursome at their annual golf tournament.
- SERC – Patsy Noland reported they held their summer conference in Atlanta, GA. She said they continue to fight the battle of membership as numbers decline, but she feels SERC still offers the best value for the money. She wanted to commend the state of

Kentucky for the great job they were doing in contacting new Executive Directors and bringing them on board as members.

- PSWRC – MaryLiz Paulson reported PSWRC reduced the number of conferences they will hold each year from two to one, and they are looking into the RSO advantage program as well.
- PNRC – Josh Crites deferred PNRC’s report to Andy Rodriguez. Andy said the RSO advantage program has been a success so far, and he’d be happy to talk to anyone about it. He also reported they changed their conference format this year to include more training, which resulted in a very strong attendance.
- MPRC – Revonda Stordahl reported they are having discussions on how to improve their conferences in order to increase attendance.
- SWRC – Anita Kennedy reported attendance was lower than usual at this year’s conference. She said conference attendees were encouraged to participate in a Habitat for Humanity project prior to the conference, and they hope to continue this event at future conferences. She also reported SWRC decided to limit their conference sites to just three cities in the future, San Antonio, New Orleans and Kansas City, in order to help leverage better rates due to repeat business. Revonda asked Anita about the Pink Flamingos event she mentioned in her report. Anita said they auctioned off pink flamingos decorated to represent each state in their region. Although the event was a hit, once they found out the winning bird was bought solely so it could be destroyed (the purchaser did not like sporting team the bird represented), they thought they might re-think the event for next year.

After the regional reports, the committee revisited the earlier discussion surrounding the conference site selection process and the possibility of canceling a conference. It was suggested that we not schedule one of the conferences in a given year on a trial basis, and then see what repercussions, if any, occur before a final decision to eliminate any of them is made. A motion was put forward to this effect, but it was tabled until more information could be provided. Staff was directed to create a report showing the date, location, paid attendance and whether or not the conference was profitable for every conference over the past 10 years. The committee will then review the report and determine if further action is needed.

The final order of business was the name change suggested by the International Committee. Pam said they requested a motion to allow them to change their name from the International Committee to “International Research and Global Exchange Committee” Their request stated the reason for the change was to help the committee focus their activities to be of use to all NAHRO members and to better articulate their purpose to all.

Motion: The Member Services Committee supports the International Committee’s requested name change.

Anita moved to accept the motion and Andy seconded it. The motion passed with a majority vote with one abstained and one opposed.

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 October 23 in Cleveland, OH.**