



## **NAHRO 2013-2015 MEMBER SERVICES COMMITTEE**

Wednesday, July 16, 2014 (10:00 am – 5:00 pm)  
Tampa Marriott Waterside Hotel & Marina  
Tampa, FL  
Salon A/B, Grand Ballroom

### **Draft Meeting Minutes**

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

#### **Attendance:**

Those present: Diane Haislip, Beverly Banks, Donna Brown, David Allen Brown, Gary Centinaro, Eric Chubenko, Shaundra Clark, Shaunte Evans, Bob Farrar, Neil Flynn, Sean Gilbert, Jean Goebel, Anthony Goodson, Dale Gravett, Kim Holman-Short, Anita Kennedy, Craig Maraschky, Dave Martens, Roxanne Mason, Moses Mayne, David Northern, MaryLiz Paulson, Stan Quy, Andy Rodriguez, Gail Sansbury, Gary Schaffrick, Sherry Scudder, Billie Shelburn, John Stengle, Lisa Stevens, Revonda Stordahl, Pam Thompson, Pati Toops, and Trina Wheeler

Those absent from the meeting: Cathy Burtness, Angela Hanifin, Denita Johnson, and Deborah Quirk

A quorum was present.

#### **Guest:**

Preston Prince, NAHRO President

#### **NAHRO Staff:**

Saul Ramirez  
Lori Myers-Carpenter

Diane Haislip called for approval of the agenda for the meeting and the minutes from the March meeting. Gary Centinaro put forth a motion and Pam Thompson gave the second. The committee voted and approved the agenda and minutes unanimously.

Diane Haislip provided an overview of the meeting stating most of the work would be done in the subcommittee meetings, and in the afternoon they would focus on the subcommittee report outs and the by-law changes.

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, and that a membership campaign would be conducted in August. She also reported more than 200 Awards of Merit applications had been submitted, and of those, 186 were selected for Awards of Merit which will be presented at this conference. Juries to select the Awards of Excellence will also take place in Tampa. Finally, she mentioned they received two nominations for the Fellows and six nominations, as of that morning, for the Emerging Leaders Award, both of which fall under Member Services.

Diane Haislip asked Lori Myers-Carpenter to review the ideas exercise. Lori Myers-Carpenter said it was based on the exercise the leadership did in Los Angeles in January. Each subcommittee member would be asked to come up with one idea they would share with the group. The members would then vote on the best idea and submit it to the full committee in the afternoon. Each idea would then be added to the work plan under the appropriate strategy statement through the consensus of the committee.

In the afternoon, the subcommittees gave their reports.

*The Awards Subcommittee* – Since the subcommittee lost its chair after the last meeting, Lori Myers-Carpenter gave their report until a new chair is announced. She said the subcommittee members reviewed the application from this year and thought the new format worked. The only suggestion was to see if the application could be printed out in a Word format to make it easier to read. They also discussed ideas to make the awards ceremony more personal, including limiting the number of awards over all, limiting the number of awards one agency could win, or limiting the number of awards based on agency size. They suggested the awards catalog layout and ceremony presentation could be arranged by size as well with the smallest going first, followed by medium and then larger agencies. One final suggestion was to limit each agency to one plaque listing all of their awards on it. The committee expressed concern about this since some agencies like to display the award connected to a particular development at the actual site, and they wouldn't be able to do this if there was just one plaque.

*Marketing and Relationships Subcommittee* – Stan Quy reported the subcommittee focused on Goal 4, Strategy Statement 1, Task 5 on branding and Goal 4, Strategy Statement 2, Task 4, on the first time attendee evaluation. On branding, they decided several groups needed to work on this, not just Member Services. Stan Quy read a recommendation for the Strategic Planning Committee to involve more committees besides the Member Services Committee to establish a NAHRO brand and to create a contest to come up with the concept. The group had questions concerning the recommendation so it was withdrawn. Another recommendation was presented in its place that stated:

The Member Services Committee recommends that the strategic plan concerning Goal 4, Task 4, be elevated to a committee of the Vice Presidents or their designees and appropriate NAHRO staff for implementation of the task addressing a revision to the NAHRO homepage to reflect the NAHRO brand. It is further recommended that the committee utilize NAHRO marketing professionals and a membership contest to solicit input on the new brand.

Gary Centinaro made the motion for approval and Jean Goebel gave the second. The recommendation was approved.

Stan Quy reported the first time overview survey questions varied from meeting to meeting and the response rate was low. The subcommittee suggested making the questions uniform on each survey and removing the open ended questions. They also suggested the survey be given out at the end of the event instead of being emailed after the event and that a prize could be offered as an incentive to complete it. Diane Haislip and Donna Brown volunteered to draft a revised survey based on the committee's suggestions to be handed out at this conference's First Time Overview.

*IT Subcommittee* – Gary Centinaro reported the group met with staff for a technology update. Jasmin Rathod told the group that NAHRO was thinking of creating a membership directory, but instead of a print copy, it would be online. He asked them for input on the types of information they would like to see in the directory, and if they thought it was a good idea. They thought it was a good idea, and if it could be sorted by state or chapter or region that would be helpful. They also asked if this would affect the membership fees and if it would be for members only. Jasmin Rathod said they had not talked about the cost yet since they were just in the exploratory phase, and if it did go forth, it would most likely be for members only. Jasmin Rathod also informed them NAHRO's association management software upgrade would take place in February.

*The Emerging Leaders Subcommittee* – Shaunte Evans gave the report since the Chair of the subcommittee, Denita Johnson was not in attendance. She said they met with Richard Herrington from the Professional Development Committee, who shared that committee's ideas for a revised intern program. He asked the subcommittee for their input in developing the final program, and they agreed to work with them. The subcommittee also discussed the outline for the session they will be presenting at the National Conference with the Fellows and theme ideas for the Party with a Purpose.

At the end of the subcommittee reports, Diane Haislip reported that Dale Gravett would be the new Awards Subcommittee Chair.

Diane Haislip then asked if there were any additions to the regional reports already submitted. PSWRC, MPRC, SWRC, SERC and NCRC reported no additions. Lisa Stevens reported PNRC formed a committee to look at member added benefits. One idea they are looking at is a regional salary study. Donna Brown reported NERC held their conference in Cape Cod. They were disappointed that attendance wasn't higher, but they felt it was a good conference. Saul Ramirez and Jeff Falcusan from the NAHRO staff participated, and Emily Pasi did a great session on Twitter. Donna said they also created a new subcommittee to look at generating new revenue including adding more incentives for affiliate members. Finally Diane Haislip reported MARC added the Long Island Housing and Renewal Officials, Inc. Chapter to their region, the New Jersey Chapter elected a new president, and they are continuing to increase the number of training centers in their region.

As reported early, in order to generate tasks for their work plan, each committee participated in an ideas exercise. The following ideas were submitted for the committee's approval:

Awards – The Merit Awards should be limited by agency size (example maybe one for small agencies, two for medium and three for large), and the catalog should be arranged this way as well so all of the ideas from small agencies were in one section, followed by medium and then large. The committee decided this fell under Goal 6, Strategy Statement 2. There was some concern about limiting the number of awards, but the subcommittee members said those were just examples and could be changed.

Marketing – Formulate an MOU with the Council on Homelessness to build a stronger relationship between the two groups. The committee decided this fell under Goal 3 Strategy Statement 1.

IT – Select an organization in the city the conference is being held in and provide them with materials they need. This would be similar to the food drive held in Tampa. The committee decided this fell under Goal 3 Strategy Statement 1.

Emerging Leaders – Make the job section on the NAHRO web site more user friendly and not member protected. The committee decided this fell under Goal 5, Strategy Statement 1. Other comments included looking at other areas of the web site, such as the region/chapter area, and removing the member only restriction for those areas as well.

The President and CEO joined the meeting. Preston Prince said he felt he was starting to become a bit cynical due to all of the challenges the industry was facing, but the awards lifted his spirit. He said he was impressed by all of the good work our members are doing, and what makes a houser successful is knowing how to do their job well. He then invited the committee members to attend two special events at the conference: the showing of the *Brick by Brick* documentary and the food bank volunteer event.

Saul Ramirez wanted to follow-up on Preston's comment about the America Feeds program encouraging folks to sign-up for the event. He also mentioned staff is reviewing the member survey, and they will share the findings with the committee soon. He also asked for the committee's help with reviewing the dues structure of two areas of the membership: community development and consolidation. He mentioned staff was doing an analysis and review of NAHRO's training portfolio and certification and that the association management system upgrade will take place in the first quarter of next year.

Pam Thompson asked if we should look at all dues or just the categories Saul Ramirez mentioned. Saul Ramirez said the other categories were fine, and he just wanted the group to focus on those two. Gary Centinaro asked why agencies have been dropping. Saul Ramirez said the trend started about two years ago first with the CA redevelopment agencies which were disbanded, then with consolidation which resulted in one agency being a member instead of three, and finally continued budget cuts. Gary Centinaro said we should go after the agencies that dropped before we raise dues. Saul Ramirez said we are doing that as well, but we need to look at these two areas, especially in the CD area, where our dues are much lower than other CD

memberships. Anita Kennedy said they are discussing the same issues in her state. Saul Ramirez said he hopes the committee could review this before the meeting in October. Diane Haislip said a conference call is scheduled for September.

The Committee then voted on the following action items:

Louisiana Chapter: Gary Centinaro made the motion for approval of the changes to the Louisiana Chapter by-laws and Anita Kennedy gave the second. The by-laws were approved unanimously.

PSWRC: Pam Thompson made the motion for approval of the changes to the PSWRC by-laws and Jean Goebel gave the second. The by-laws were approved unanimously.

Texas Chapter: Andy Rodriguez made the motion for approval of the changes to the Texas Chapter by-laws and Anthony Goodson gave the second. The committee voted in favor with one opposed.

Diane Haislip reminded everyone volunteers were needed for the First Time Attendee session scheduled for that evening at 5:45 and for the Awards ceremony on Friday evening at 5:30. She also reminded the committee that the conference call is scheduled for September 10 at 2:00 pm ET. Finally she said she hopes to see everyone in Baltimore.

She asked if there was any other business. Hearing none, Pam Thompson made a motion for the meeting to adjourn and all gave the second. The meeting adjourned at 3:30 pm.

**The next meeting of the Member Services Committee will be held on October 15 in Baltimore, MD.**