

NAHRO 2011-2013 MEMBER SERVICES COMMITTEE

Saturday, March 16, 2013 (9:45 am – 3:00 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, Marcia Sullivan, David Allen Brown, Gary Centinaro, Eric Chubenko, Dale Gravett, Denita Johnson, Patty Toops, Shaunte Evans, Robert Farrar, Carlen Williams, Sharon Gargas, Anita Kennedy, Melanie Villalobos, Jean Goebel, MaryLiz Paulson, Jody Kole, Bill Nighswonger, and Revonda Stordahl.

Those absent from the meeting included: Rosalie Deane, Donald Emerson, Kim Holman-Short, Sean Gilbert, Patsy Noland, Melvin Taylor, Danetta Brooks, Lori Draper, Joshua Crites, Shelli Nesmith, Andy Rodriguez, Craig Maraschky, and John Stengle. A quorum was present.

Non-Voting:

DeeAnna Bakken

Guests:

Betsey Martens, NAHRO President

NAHRO Staff:

Saul Ramirez

Lori Myers-Carpenter

Pam Thompson called for approval of the minutes from the October conference and the agenda for the meeting. Gary Centinaro put forth a motion and Jean Goebel gave the second. The committee voted and approved the minutes and agenda unanimously.

Lori Myers-Carpenter reported that membership numbers had seen a slight decline from the last conference and the Awards of Merit applications had seen a slight increase from last year. She also mentioned if members wanted to continue to serve on the committee, they should complete the volunteer form on the website – <http://www.nahro.org/volunteer-form>.

Pam asked for any comments before the group broke into subcommittees. David Allen Brown wanted to know why they only received one copy of the Legislative Agenda. Staff reported the Agenda was now online so delegates could email either the PDF or the link directly to their representative. David also commented that the rates for the hotel were very high, and the hotel itself was offering a cheaper rate online. Lori said rates are normally higher this time of year

since it is peak season in DC due to spring break and the cherry blossoms. She also said she would alert conference staff about the rate difference so they could bring this up with the hotel. She mentioned there has been discussion about possibly changing the dates of the conference to another month that wasn't considered peak season when the contract with the hotel ended. The committee asked how this year's numbers compared with last year and staff reported, she believed they were lower but she didn't have the exact figures with her. She said she would report back to the committee. *(Note: last year's overall attendance was 812 and this year's was 818 so this year's total was actually slightly higher.)* The Committee broke into subcommittee meetings. The meeting reconvened in the afternoon, and Pam asked for the subcommittee reports:

- **Awards:** Jean Goebel reported they reviewed the six 2012 Awards of Excellence winners they wanted to feature in submissions for the 2013 summer and national conference call for presentations. They selected three for each conference submission. They also discussed the awards ceremony, types of awards given and the awards showcase. They felt these events went well last year and should be continued in the same manner this year. They directed staff to look into possibly changing the award plaque for 2013 to give it a fresh look. Staff will report back on their findings.
- **Marketing/Relationships/Partnerships:** The Marketing and Relationships/Partnerships Subcommittees met together. Jody Kole reported they had several items they wanted staff to consider:
 - Reducing the dues by the same 5.1 % to show support of the recent budget situation,
 - Making sure cities selected for the conferences were near airport hubs and
 - Creating a senior executive track at the conferences.

Finally, they came up with the following five reasons to be a NAHRO member in order to help retain and increase membership:

News: Up to the minute industry information;

Advocacy: Industry experts who are your voice in Washington, DC and the tools to support your advocacy at home;

Housing: Providing affordable homes to over 7.9 million of our nation's most vulnerable families, seniors and veterans;

Resources: Access to high quality professional training, information and best practices;

Organization: With 19,000 + professional colleagues adding your voice to the National conversation.

- **IT:** Bill Nighswonger reported the IT Subcommittee previewed the NPDS Tracker and the prototype for message boards. They liked both items, and asked if it was possible for the first question on the message boards to be sent to everyone to alert them that a new question had been posted. The subcommittee also reviewed the online associate and organization information forms and encouraged staff to continue to promote them heavily since they felt many members were not aware of them.

- **Emerging Leaders:** Shaunte Evans reported the Emerging Leaders Subcommittee met with three NARHO Fellows to work on a mentoring collaboration. It was decided the program would be more of an information sharing program with all of the emerging leaders and fellows instead of a one-on-one program. They also discussed topics for possible conference sessions and suggested the brown bag luncheon be held at every conference. Shaunte reported the subcommittee had worked on creating an Emerging Leader Award to recognize an individual who has been involved in NAHRO at the National level for six years or less and has distinguished him/herself as an emerging leader. She put forth the following motion for the Member Services Committee to approve the creation of the Emerging Leader Award. Anita Kennedy put forth the second. One question was posed – who would judge the applications, the subcommittee or someone else? Shaunte said a separate national jury would be formed to review the applications. Hearing no further questions, the motion was approved unanimously.

Following the subcommittee reports the committee reviewed the Strategic Plan. The group identified several tasks that could be removed from the plan since they were now complete. Staff will update the plan online.

President Martens and CEO Saul Ramirez joined the meeting. Betsy thanked the committee for their work on the strategic plan and challenged them to add additional items. Saul asked the committee to think of ways for us to help our members better understand how to use the new online tools we're creating for them. He also asked if the committee wanted to make the new NPDS tracker available to Executive Directors and if yes, they should alert the PD Department. Finally he thanked everyone for their commitment to NAHRO and for joining us at the conference during these difficult times.

The Committee then discussed the changing face of membership and whether or not the dues structure needed to be revamped since some agencies are turning toward consortia. After some discussion it was decided the structure should remain the same. They also discussed the membership benefits, and if there were ways to attract more CR&D members.

The committee turned their attention to the regional reports and Pam asked if there were any additions to the reports already submitted. NCRC and MPRC reported no changes.

NERC – Donna Brown reported that Massachusetts housing agencies were currently fighting for their existence, and they hoped national NAHRO would pass a resolution to show support for their cause. She also said their conference numbers were down a bit from previous years, and they featured a Voices of Public Housing session at the conference, similar to the ones held at National conferences.

MARC – Diane Haislip said she did not have any changes to MARC's report, but she asked Eric Chubenko to share his experience dealing with hurricane Sandy. Eric reported they had extensive damage to some units, and unfortunately he discovered they had the wrong insurance to cover it so they have to cover more of the repairs themselves than they originally thought. Also even though some units are uninhabitable, they may count against him with HUD since he

is not fully occupied. Finally, since any recovery money provided would go to the state, he isn't optimistic that it will find its way to his town/agency.

SERC – Robert Farrar reported membership numbers are down slightly. He also said SERC is considering creating an Emerging Leaders group. This group would be separate from the 40 under 40 group, and would be more in line with National NAHRO's emerging leader framework.

SWRC – Anita Kennedy reported they are coming in a day early to their conference to join in a habitat for humanity project.

PNRC – Pam reported the region has collaborated with National NAHRO on the RSO Advantage Program. They are also using a new model for their upcoming conference which features one day of plenary/concurrent sessions followed by a few days of professional development training.

PSWRC – Mary Liz Paulson reported she had no changes to her report, but she wanted the committee to know they are also looking at the RSO Advantage Program. She also said they are cutting back to one conference a year. Finally, she brought forth two items for the committee to consider – that the Member Services Committee require regional membership status for consideration of national award applications and that National NAHRO hold conferences in cities only where the host agency/local entity is a chapter, regional and national member. Pam asked staff to address both issues. Lori said since the awards are a National program, staff did not feel we could require agencies to be a regional member; however we could recommend it. Likewise, she said staff did not feel they could put restrictions on site selection by making it a requirement that the host city was a member of the chapter, region and National NAHRO since it is a National Conference. She said they would encourage agencies to be members of the region and/or chapter, but they did not feel they could require it. After some discussion, Pam asked the Awards Subcommittee to further review the awards request and for staff to review the conference request.

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 July 17 in Denver, CO.