

**NAHMA Membership and Marketing Joint Committee Meeting**  
**Fairmont Hotel, Washington D.C.**  
**March 4, 2018**  
**11:30 AM – 12:00 PM**

**Chair:** Peter Lewis; **Vice Chair:** Lisa Tunick

**Staff Liaisons:** Brenda Moser and Jennifer Jones; Executive Director Kris Cook was also in attendance

Peter Lewis, Committee Chair, called the meeting to order at 11:32 AM on Sunday, March 4, 2018, welcomed attendees and had all attendees introduce themselves.

**Review of New Member Memo and Welcome to New Members**

Peter Lewis reviewed the new members listed on the New Member Memo and encouraged attendees to reach out and welcome them during the conference.

**New Member Recruitment Update**

Brenda Moser provided an update regarding efforts to recruit more members, including monthly mining of LinkedIn contacts and submission of recruitment packets to such contacts. Brenda also advised that NAHMA will staff a booth at the NAA conference again and expects to be in a better location this year. Brenda also advised that the Board of Directors was very supportive of recruitment efforts and engaged in a late summer kick off of a new member recruitment push by reaching out to contacts and potential new members and encouraging them to take advantage of the opportunity to attend their first NAHMA meeting for free. Peter Lewis encouraged all attendees to undertake the same outreach efforts.

**Miscellaneous Program Updates and Discussion**

**Community of Qualities (COQ) Program Update**

Kris Cook advised that COQ renewals remain robust but new property applications have declined. The length of the application may be one reason, and NAHMA will continue to look at potential options to streamline the process. As a way to add value for its COQ corporate partners, last year NAMHA launched digital badges that may be displayed on websites free of charge. The badges help to highlight the benefits of the COQ credential from an independent national organization and are a great marketing tool for participants. The badges are back-end verified, so a partner must maintain their membership to continue to display the badge. Kris said they are considering adding an option for COQ non-corporate partners to purchase badges for \$20.

**2018 Calendar Sales**

Kris reported that 2018 calendar sales were strong and sold past the budgeted amount.

**Ambassador Program Update**

Peter Lewis and Lisa Tunick will work on a new program to help bring in new members.

**New Business** – None discussed

**Old Business** – None discussed

**Adjournment** – The meeting was adjourned by Peter Lewis at 11:47 AM.

These committee minutes are respectfully submitted by Lisa Tunick on March 12, 2018.