

Arizona Multihousing Association									
STRATEGIC GOALS - BOARD & Executive									
#	Goal	Expected Outcome	Additional Team Members Involved / Role	AMA Committee / Member Role	Board Lead	Targeted Completion	Estimated Cost If Any	Status (R/G/Y)	Comments / Notes
Legend: Green = On Track/Complete for the year; Yellow = behind schedule/needs focus; Red = Past due/needs attention or assistance									
1	\$1M BGF by EOY 2020	Enable AMA to respond quickly to legislative and regulatory threats	ALL	GA & PAC	Crystal & Kim P.	12/31/20	\$50,000	G	ACCOMPLISHED & Will Continue
2	Enhanced Communication / PR	Proactive / Quick Response to negative press	Christina, Sarah & PR Consultants	Communications	Distin & Tina	6/1/20	\$5,000 / Mo	G	ACCOMPLISHED & Will Continue
3	Create Job Description and Identify 2nd In command	VP / Deputy Dir		Exec Committee / Search Firm	John C.	3QTR 2019 - 1QTR 2020	TBD	G	ACCOMPLISHED
4	AMS / Website Transition	Enhanced (member and mobile friendly) website and AMS	All staff with Erika, Kyle, Sarah and Christina as primary	Communications	Dustin & Tina	1/7/20	\$40,000	G	ACCOMPLISHED
5	Continued Tribute Enhancements	Continue to make Tributes the best in the industry	Melissa	Tribute Committee, Tribute Ad Hoc & Exec	Reid	9/1/20	\$30,000	G	ACCOMPLISHED & Will Continue
6	Elections	Elect Business friendly candidates, Potential Rent Control Constitutional Amendment	Jake & PR	GA Committees, PAC & BGF		On Going	Spent \$60,000 (BGF)	G	ACCOMPLISHED & Will Continue
7	AMA Board Development	Increase board opportunities and expectations of being a board member	Courtney	Leadership Development	Linda C	Change to 12/31/2021	\$0	R	2021
8	Click & Lease and AMA Forms and Notices Updated		Courtney	GA Committee and AMA Attorney Members		Change to 3/31/2021		Y	2021 - Work in Progress
9	Governance	AMCF review bylaws	Courtney	AMCF & Governance Committee	Attorney	Change to 3/31/2021		R	2021 - Work in Progress
10	Green Grant	Support from AZ Utility Companies	Jenica, Courtney and Jake	Exec Committee		Change to 6/30/2021	\$5,000	Y	Hire a grant writer
11	Lyceum Enhancements		Melissa & Jake (GA only)	Education Committee		Change to 2/1/2021		Y	Requestion information from other affiliates
12	Eviction & Economic Study	Study to counter false information regarding evictions in Maricopa and Pima Counties	Jake	Communications / Government Affairs Committees	ASU Knowledge Exchange for Resiliance	Change to July 2021	20,000 (BGF)	Y	Completed statistics for Maricopa Co and Working on Pima Co. Need to expand case specific data
13	Update Personal Manual	Review and update if necessary	Sarah & Erika		Attorney	Change to 3/31/2021	\$5,000	R	Rob Dallager or G&K
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14	2020 AZRE Supplement & other Alternative Media outlets	At least 16 pages again!	Peter	Communications		Change to 8/1/2021	\$5,000	R	COVID
15	Legislative Session	Affordable Housing Success	Jake & PR	GA Committees	John C & Chris E	On Going		G	Focusing on Affordable Housing - Continue 2021
16	Consider the need for a Diversity & Inclusion Committee	Focus Group	Courtney & Sarah			12/31/21			
16	Consider the need for a Future Leaders Committee	Focus Group	Courtney & Sarah			12/31/21			
17	Advisory Board / Emierius Board	Assist with Fundraising & Strategic Planning	Courtney	Leadership Development	Reid	12/30/21			
18	AMA Membership - 315,000 Units		Sarah	Membership		12/30/21			
19	Bring Back Crime Free, AMA Five Star, Community Coalitions & IRO Programing		Jenica & Sarah	Membership		6/30/22			
20	Enhanced Affinity Programs		Sarah	Membership		12/30/21			