

BAAA Membership Committee Meeting Notes

January 26, 2021 at 11:00am

- I. Co-chair & Staff introductions
- II. Welcome to new committee members/Thank you to returning members
 - a. New members for 2021:
 - i. Robin Cook
 - ii. Scott Wilcox
 - iii. Whitney Benjamin
 - iv. Tammie Dunlap
 - v. Beth Cornacchio
 - vi. Alex Cabrera
 - vii. Robert King
 - viii. Trever Goodwin
- III. Goals for 2021
 - a. 85% Renewals
 - b. Supplier goal: 275
 - c. Unit goal: 199,500
- IV. Review of Committee dedicated webpage on baaahq.org
- V. BAAA Updates
 - a. Membership numbers
 - i. 940 communities or 211, 361 units
 - ii. 282 Suppliers
 - iii. 143 Property Management Companies
 - iv. 3,673 units pending
 - b. Upcoming events/education
 - i. 2/4 Executive Town Hall
 - ii. 2/9 Supplier Town Hall
 - iii. 2/11 Community Manager Town Hall

- iv. 2/12 BAAA Light Up the Night
- v. 2/17 New Member Mixer-Brandon

- c. New members since last meeting
 - i. 28 (list posted separately)

VI. Student & Senior housing subcommittees

- a. Please let Bonnie know if you are interested in being on one of these sub-committees
- b. Set-up postponed until next meeting

VII. Recruitment Incentives February & March

- a. From Feb 1-Feb 28 recruit the most new members and receive \$150 gift card**
- b. From Mar 1-Mar 31 recruit the most new members and receive \$150 gift card**
- c. Member who recruited the TOTAL most new members between Feb 1 and Mar 31 will receive an additional \$250 gift card**

VIII. BAAA Ambassadors update

- a. Doug Cullaro to chair
- b. Kicking off in February
- c. Focus on new member retention for 2021

IX. Supplier company lists for recruitment

- a. If you are a Community Manager and can send your vendor lists to Bonnie, she will de-dupe them and create us a prospect list.

X. Next meeting date/time

- a. Wednesday 2/24 at 11AM