



South East Florida Apartment Association
2025 Committee Quarterly Report

Committee: Business Exchange	
Reporting Quarter: First Quarter (February Meeting)	
Chair: Jennifer Nau	Board Liaison: Austin Carter
Co-Chair: Scott Ervin	Staff Liaison: Marian Trestini
Chair in Training:	

Goals/ Objectives:	-Finalize management companies that will be attending the event - choose baseball team and the auction prize they'll be offering -Offering more clarity into the auction prizes (who's paying, timeline to have the event, confirming that the decision makers will actually attend)
Accomplishments:	-All arrangements with Farmer's Table have been completed -Power Pitch is sold out
Challenges:	-Attempting to get new management companies to sign up that have never participated before -Returning companies not being able to attend due to a conflict

Jennifer Nau

Chairperson's Signature

02/13/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

Committee: Community Service	
Reporting Quarter: First Quarter (February Meeting)	
Chair: Hollie McCall	Board Liaison: Alicia Rice
Co-Chair: Taylor Griesen Means	Staff Liaison: Marian Trestini
Chair in Training:	

Goals/ Objectives:	Feeding South Florida, March 5th-7th Beach Clean-up Day Goal is to do something in every area so everyone has the opportunity to participate
Accomplishments:	Had our 1st in-person meeting in January and had a great turn out! 1st Quarter Event in March, Feeding South Florida, opportunities are in Boynton Beach and Pembroke Pines
Challenges:	Finding central locations

Hollie McCall

Chairperson's Signature

02/18/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

Committee: Diversity, Equity, and Inclusion	
Reporting Quarter: First Quarter (February Meeting)	
Chair: Deanna Coomer Pope	Board Liaison: Tania Gondesen
Co-Chair: David Daily	Staff Liaison: Tyler Crawford
Chair in Training:	

Goals/ Objectives:	Goals- Present 1.Awareness and support for DEI 2. Resource Page (Q2 submission in board meeting) 3. Increase representation in leadership 4. Mixers (connect with another committee) for Q3 - DEI Membership Mixer (working details out with Tyler/Trish)
Accomplishments:	1. DEI Coffee Talk
Challenges:	1. In Person event - getting this over the finish line from 2024. 2. Training and Education 3. Staying organized to get everyone on the committee heard

Deanna C Pope

Chairperson's Signature

02/12/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

Committee: Education & Career	
Reporting Quarter: First Quarter (February Meeting)	
Chair: Brandi Lugo	Board Liaison: Alexis Garel
Co-Chair: Kara Rice	Staff Liaison: Trish Capuano
Chair in Training: Tangia Pinkney	

Goals/ Objectives:	1) Get speakers for Coffee Talks for 2025. Topics are conflict resolution and personal branding. 2) Finalize Landlord Tenant Seminar - Goal of 280 guests 3) Make sure people are signing up for Fair Housing - Goal of 190 guests 4) Get speaker for Leasing course in June 5) Start Marketing CAM
Accomplishments:	1) In talks with Russ Webb to teach October Coffee Talk on Personal Branding. Brandi Lugo will teach May Coffee Talk on Conflict Resolution. We will start working with vendors for possible sponsorship for coffee talks to continue to keep it complimentary for SEFAA members. Open to more suggestions and hosts for coffee talks. 2) Landlord Tenant Seminar was a success with 285 registrations (265 paid and 20 complimentary) 260 Attended. Feedback was mostly positive with the guests loving the interaction of Darren Ayoub (95.2% satisfied). 82.2% of surveys completed said they were very satisfied with the seminar content. Top 3 topics guests would like to see covered in the future are smoking & medical marijuana, Service and ESA animals, and affordable housing/Section 8. 3) We are in conversations with Desiree Starr, Director of Learning & Development and NAAEI Faculty for West Shore for the Leasing Workshop in June. 4) CAM currently has 5 enrollments and scholarship opportunities available. Instructors are Marci French, Michelle Fording, Kara Rice and Brandi Lugo. It being held July 8-10 and July 15-17 at the SEFAA offices.
Challenges:	No current challenges at this time.

Brandi Lugo

Chairperson's Signature

01/29/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

Committee: Legislative Affairs / PAC	
Reporting Quarter: First Quarter (February Meeting)	
Chair: David Daily	Board Liaison: Johnny de la Espriella
Co-Chair: Olga Borges	Staff Liaison: Francesca Radabaugh
Chair in Training:	

Goals/ Objectives:	We held our 1st Meeting Jan 23rd Advocate in Washington DC March 25-28 NAAPAC Neighborhood Tour: Wynwood - Needed to reschedule the date due to conflicts now April 3rd. Working on the guest list. Gained a sponsor during the call. Jail and Bail need to be rescheduled Spelling Bee is to be discussed during our next meeting.
Accomplishments:	Impact - Strong Showing from SEFAA - Main topics were Enhancing the Live Local Act, Adaptive Reuse and Electronic Notices Legislative Update - Jan 28th - Successful
Challenges:	Jail and Bail Date

David W Daily

Chairperson's Signature

02/11/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

Committee: Maintenance Council	
Reporting Quarter: First Quarter (February Meeting)	
Chair: Osvaldo Ochoa	Board Liaison:
Co-Chair: Rob Calbo	Staff Liaison: Trish Capuano
Chair in Training:	

Goals/ Objectives:	January Workshop: Morning Session: 36 registered, 31 attended Lunch & Learn Session: 23 registered, 23 attended Profit: approximately \$1100 (Goal was \$0.00) February 12 - EPA Attendees: 5/10 registered Future Workshops - Please promote the following: March CAMT English Attendees: 5/10 registered April CPO Attendees: 7/15 registered May Workshop: HVAC, English & Spanish English Session: 0/10 registered Spanish Session: 0/10 registered August Workshop - Appliance Repairs October CAMT Spanish Attendees: 0/10 registered
Accomplishments:	January Workshop had great attendance.
Challenges:	Fill up all remaining workshop.

Osvaldo Ochoa

Chairperson's Signature

02/12/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

Committee: Management Executive Forum	
Reporting Quarter: First Quarter (February Meeting)	
Chair: Gustavo Beas Gamez	Board Liaison: Patrick Lewis
Co-Chair:	Staff Liaison: Marian Trestini
Chair in Training:	

Goals/ Objectives:	Increase executive management attendance Determine location for event
Accomplishments:	Great 2024 event, with insightful presentations.
Challenges:	Event space.

Gustavo Beas Gamez

Chairperson's Signature

02/11/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

Committee: Membership	
Reporting Quarter: First Quarter (February Meeting)	
Chair: Courtney Gavin	Board Liaison: Andy Bermudez
Co-Chair: Odette Hansen	Staff Liaison: Tyler Crawford
Chair in Training: Renee Lambert	

Goals/ Objectives:	Goal 1 – Improve the onboarding process for new supplier members (personal phone call, event attendance, welcome email) Goal 2 – Contact non-renewed suppliers to understand reasons for non-renewal Goal 3 – Develop and maintain exit and satisfaction surveys to enhance membership benefits Goal 4 – Increase membership to 265,000 units by December 31, 2025
Accomplishments:	Goal 1 is 25% complete - for Supplier onboarding improvement. We will focus more on this in 2025 Goal 2 is 100% complete - we finished the phone call campaign to non-renewed suppliers in December and we received valuable feedback Goal 3 is 100% complete - we finalized improvements to the exit and satisfaction surveys Goal 4 is 100% complete - we exceeded the membership goal of 265,000 units, closing the year with 273,504 rental units, 267 suppliers, and 1,296 communities/IRO's. (We are now in renewal season, therefore, we intend to exceed this goal once more by the end of 2025.) Kicked off 2025 with our first Membership meeting on January 23, 2025. We will review the Strategic Plan at our next meeting to establish 2025 goals.
Challenges:	While it was challenging to gather a higher volume of feedback from past suppliers, the insights we did receive were meaningful. Our committee will put additional focus on ensuring added value to our existing supplier members and future members.

Courtney Gavin

Chairperson's Signature

02/12/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

Committee: Multi-Housing Trade Show	
Reporting Quarter: First Quarter (February Meeting)	
Chair: Gustavo Beas Gamez	Board Liaison: Ashley McIntosh
Co-Chair: Scott Ervin	Staff Liaison: Trish Capuano
Chair in Training:	

Goals/ Objectives:	<p>Past Goals:</p> <ul style="list-style-type: none">• Management attendees: 400• \$120,000.00 goal in revenue• Sponsorships sold with a goal of \$44,850 <p>New Goals:</p> <p>Finalize theming (Theme already chosen) Increase Managment Attendance Generate more Management Engagement Resolve Parking Set-Backs Increase Non-Management Fee Create educational package for all attendees.</p>
Accomplishments:	<ul style="list-style-type: none">• Management attendees: 448 with a goal of 400• 125 booths sold• \$124,317.28 which is 16.80% above goal• \$52,000 in sponsorships sold with a goal of \$44,850• Overall positive feedback from attendees & exhibitors.
Challenges:	<p>Increase attendance from historically high volume attendees that have not been present in recent years.</p> <p>Address parking set backs encountered previous year.</p>

Gustavo Beas Gamez

Chairperson's Signature

02/04/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

Committee: Supplier Council	
Reporting Quarter: First Quarter (February Meeting)	
Chair: Deborah Coleman	Board Liaison:
Co-Chair: Liz Richko	Staff Liaison: Marian Trestini
Chair in Training:	

Goals/ Objectives:	<p>To plan and provide Supplier Success meetings for our supplier members - a goal of 4 events a year.</p> <p>To create a forum in which suppliers can work together to contribute to SEFAA and to provide information and education to other suppliers in how they can best serve, and benefit from, their involvement in the association.</p>
Accomplishments:	<p>Have identified 8 management companies to participate this year. Have extended the invitation to the first 2, who have accepted (Crown Residential and RPM Living) for our first event on February 27th.</p> <p>Had our first committee meeting 2.13.25 at the SEFAA office - hoping to increase participation by meeting in person as the last couple of years have been on zoom.</p>
Challenges:	<p>Participation - we had 2 committee members attend our first meeting. Chair is going to reach out to all of the volunteers and check in. Goal is to build committee to '10 people.</p> <p>Agenda: In addition to planning Supplier Council meetings, adding educational presentations on the agenda to engage suppliers in SEFAA and involvement opportunities.</p>

Deborah Coleman

Chairperson's Signature

02/13/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

Committee: Young Professionals Council	
Reporting Quarter: First Quarter (February Meeting)	
Chair: Channel Bauzo	Board Liaison: Michelle Fording
Co-Chair: Alexandra Hernandez	Staff Liaison: Trish Capuano
Chair in Training: Cecilia Wagner	

Goals/ Objectives:	<ul style="list-style-type: none">- Set the expectation of the committee as far as attendance, engagement and participation.- Created a 2025 Bio/introduction Google doc sheet for members to complete and received 19 responses. Continue promoting to members to ensure full completion.- Reminded members to register for upcoming mixer on 2/12.- Plan to host a future meeting featuring a speaker on relatable topics.- Implemented four key areas of focus, showcasing one each quarter with relatable topics. (leadership, public speaking).
Accomplishments:	<ul style="list-style-type: none">- Hosted our first in-person meeting on January 21st with 13 attendees.- Reintroduced Mentorship Program and received 9 new submissions.
Challenges:	<ul style="list-style-type: none">- Continue participation in meetings

Channel Bauzo

Chairperson's Signature

02/07/25

Date Report Submitted