



**South East Florida Apartment Association
2024 Committee Report**

Committee Name: DEI Committee	
Reporting Period: Q3	
Chairperson: Shirley Alvarez Edmunds	
Staff Liaison: Macarena Barrueco	
Board Liaison: Jessica Romero	
Reporting Period	Date
<ul style="list-style-type: none"> • Appoint members, establish goals, objectives and tasks 	1/30
<ul style="list-style-type: none"> • First quarter committee report 	1/24
<ul style="list-style-type: none"> • Second quarter committee report 	4/11
<ul style="list-style-type: none"> • Third quarter committee report 	6/27
<ul style="list-style-type: none"> • Fourth quarter committee report 	

Goals/Objective Overall Description:

[insert short description here]

Goals/Objectives: Increase members by 2 every quarter	
Percentage of completion:	
Accomplishments:	Every meeting we have had, there has been at least one new member.
Challenges:	Members attendance is not consistent. Will attend one meeting and not the next.
Goals/Objectives: Promote diversity and inclusion in SEFAA by different platforms quarterly.	
Percentage of completion:	
Accomplishments:	We have updated our inclusion calendar and will dedicate a post monthly by having volunteer signed up. Created a post for Juneteeth and posted in Instagram.
Challenges:	We didn't have a clear process from marketing but now we do. Would like to



	see it shared on other platforms such as LinkedIn.
Goals/Objectives: Hold an event to promote the committee while educating the members of what DEI is	
Percentage of completion:	
Accomplishments:	Finally, successfully completed our first SEFAA Coffee Talk with the panel. We have over 24 registered and 23 attended. It was very informative!
Challenges:	Having more time to plan/hold an event, hoping we can get another coffee talk for next year- 2025!
<p>Open Floor</p> <ul style="list-style-type: none"> <i>We have successfully met with our committee every month and have had new members join almost every other call. We were able to create a post for Juneteeth and will continue to do so monthly. Most importantly held, our first coffee Talk was a success!</i> 	

Meeting Schedule	
Meeting Format	Date
April- Virtual	April 15 th
May- Virtual	May 28 th – rescheduled to June 5 th
June- Virtual	June 27 th

Shirley Alvarez Edmunds

Chairperson's Signature

Date Report Submitted



**South East Florida Apartment Association
2024 Committee Report**

Committee Name: Education and Career	
Reporting Period: Q3	
Chairperson: Alexis Garel	
Co-Chair: Marci French	
Board Liaison: Patrick Lewis	
Staff Liaison: Trish Capuano	
Reporting Period	Date
Appoint members, establish goals, objectives, and tasks	
First quarter committee report	1/24/24
Second quarter committee report	4/11/24
Third quarter committee report	6/27/24
Fourth quarter committee report	

Goals/Objective Overall Description:

Accomplishments:	<ul style="list-style-type: none"> • Our upcoming CAM event is set to commence on 7/9/24. We have secured a location and registration is at 16 people; 3 of them from the Education Fund Scholarship! • The Coffee Talk scheduled for 9/12/24 is open for registration; 4 people have already signed up. This Coffee Talk will discuss the "AI Tips and Tricks for your day to day." • Discussions will start soon on the 2025 planning for one of our flagship events, Landlord Tenant Seminar.
Challenges:	<ul style="list-style-type: none"> • No current challenges at the moment.

Chairperson's Signature

6/26/24

Date Report Submitted



**South East Florida Apartment Association
2024 Committee Report**

Committee Name: Legislative Affairs	
Reporting Period: Q1	
Chairperson: OPEN	
Co-Chair: Jackie DiStefano	
Board Liaison: Sara Cox	
Staff Liaison: Trish Capuano	
Reporting Period	Date
Appoint members, establish goals, objectives, and tasks	
First quarter committee report	1/24/24
Second quarter committee report	4/11/24
Third quarter committee report	
Fourth quarter committee report	

Goals/Objective Overall Description:

<p>Accomplishments:</p>	<ul style="list-style-type: none"> ▪ The Fishing for APAC Event is still coming up on August 1st – we met our ticket sales goal but due to the storms in June, the event was postponed. ▪ Jail & Bail Event is set to take place Thursday, August 15th. As of 7/1 the fundraising total is \$2070.00 and the SEFAA page has a live ticker which is very exciting! ▪ Our Meet the Candidates Event in Miami is moving along and working to get approval from the FAA APAC board to bring down the funds that we have in surplus from prior fundraising. ▪ Our YTD FAA total fundraising is \$40,125 against an overall goal of \$45,000. ▪ Our YTD NAA total fundraising is \$3,138 against an overall goal of \$14,945. (Most of this is raised at Jail & Bail)
<p>Challenges:</p>	<ul style="list-style-type: none"> ▪ We had to postpone fishing, but we did sell the tickets just prior to the original



	<p>event, we will be changing this event in 2025.</p> <ul style="list-style-type: none">▪ We could use support with the Jail & Bail fundraiser to ensure that we meet our goal for this event.▪ We have an open Chair position and are struggling to find someone to step up as the Chairperson.
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X

· Chairperson's Signature

July 1, 2024
Date Report Submitted



**South East Florida Apartment Association
2024 Committee Report**

Committee Name: Management Executive Forum	
Reporting Period: Q1	
Chairperson: Jermaine Weathersby	
Staff Liaison: Samantha Santoro	
Board Liaison: Deborah Coleman	
Reporting Period	Date
<ul style="list-style-type: none"> Appoint members, establish goals, objectives and tasks 	01/11/24
<ul style="list-style-type: none"> First quarter committee report 	01/16/24
<ul style="list-style-type: none"> Second quarter committee report 	04/11/24
<ul style="list-style-type: none"> Third quarter committee report 	06/27/24
<ul style="list-style-type: none"> Fourth quarter committee report 	00/00/00

Goals/Objective Overall Description:

Maintain Sponsorships and Follow up with Rostered Guests, Venue Chosen

Goals/Objectives: Choose Venue	
<ul style="list-style-type: none"> Percentage of completion: 	100%
<ul style="list-style-type: none"> Accomplishments: 	Selected in 2023, Thursday, September 5, 2024. We will start planning 2025 Venue, speaker, and Location.
<ul style="list-style-type: none"> Challenges: 	NA
Goals/Objectives: Follow up with Rostered Guests	
<ul style="list-style-type: none"> Percentage of completion: 	50%
<ul style="list-style-type: none"> Accomplishments: 	We have discussed how we would like to select the invitees and using a tier invite schedule to assure that we can meet the venue's capacity limits.



<ul style="list-style-type: none"> Challenges: 	Including as many management companies as we can, given the capacity limits of the venue.
Goals/Objectives: Maintain Sponsorships	
<ul style="list-style-type: none"> Percentage of completion: 	90%
<ul style="list-style-type: none"> Accomplishments: 	Platinum (2) sold, Gold 5 of 8 sold
<ul style="list-style-type: none"> Challenges: 	
<i>*Please insert additional goals/objective table as needed</i>	

**South East Florida Apartment Association
2024 Committee Report**

Budget/Financials Status			
Approved total budget		Goal: \$7,450 – Sold: \$7,000	
Budget Line	Approved \$	Actual \$	Notes/Comments
Sponsorships sold	\$7,450	\$7,000	in sponsorships sold
Sponsorships open	\$9,400	\$2,400	in sponsorships available
<i>*Please insert additional rows as needed</i>			

Meeting Schedule	
Meeting Format we have been meeting on Zoom	Date – monthly
In-Person Meeting	TBD
Conference Call	July 2, 2024
<i>*Please insert additional rows as needed</i>	

Jermaine Weathersby

Chairperson's Signature

06 / 27 / 24

Date Report Submitted

Instructions:

- Reports must be submitted two (2) weeks prior to the scheduled Board Meeting



- Submitted all reports to your assigned staff and board liaison



**South East Florida Apartment Association
2024 Membership Committee Report**

Committee Name: Membership Committee	
Chairperson: Courtney Gavin	
Co-Chair: Odette Hansen	
Board Liaison: Andy Bermudez	
Staff Liaison: Macarena Barrueco	
Reporting Period	Date
First Quarter Committee Report	01/16/24
Second Quarter Committee Report	04/11/24
Third Quarter Committee Report	06/27/24
Fourth Quarter Committee Report	

Goals/Objectives

Goal #1: Enhance onboarding process of new supplier members (personal phone call, attend event w/ new supplier)	
Percentage of Completion:	10%
Accomplishments:	Reviewed process
Goals #2: <i>Increase retention by collecting information from non-renewals</i>	
Percentage of Completion:	10%
Accomplishments:	Reviewed survey process
Goal #3: Create and maintain exit and satisfaction surveys. Review results and feedback to improve benefits for members	
Percentage of Completion:	50%
Accomplishments:	Reviewed survey suggestions and process for in-person events
Goal #4: Increase membership to 265,000 members by December 31, 2025	
Percentage of Completion:	Pending BOD approval
Accomplishments:	

Meeting Schedule	
Meeting Format	Date
Conference Call	June 26, 2024 at 11 AM



**South East Florida Apartment Association
2024 Committee Report**

Committee Name: Supplier Council	
Reporting Period: Q3	
Chairperson: Lisa Wade	
Co-Chair: Matt B	
Board Liaison:	
Staff Liaison: Samantha Santoro	
Reporting Period	Date
Appoint members, establish goals, objectives, and tasks	
First quarter committee report	01/24/24
Second quarter committee report	04/11/24
Third quarter committee report	06/27/24
Fourth quarter committee report	

Goals/Objective Overall Description:

Accomplishments:	Held our Supplier Success meeting on June 6 th with a great turn out.
Challenges:	None.

X

Chairperson's Signature

6/27/24 _____
Date Report Submitted



**South East Florida Apartment Association
2024 Committee Report**

Committee Name: YP	
Reporting Period: Q2	
Chairperson: Channel Bauzo	
Co-Chair: Alexandra Hernandez	
Board Liaison: Ashley McIntosh	
Staff Liaison: Trish Capuano	
Reporting Period	Date
Appoint members, establish goals, objectives, and tasks	
First quarter committee report	4/11/2024
Second quarter committee report	06/27/2024
Third quarter committee report	
Fourth quarter committee report	

Goals/Objective Overall Description:

Accomplishments:	<ul style="list-style-type: none"> o Mentorship Program- 9 mentors & 7 young professionals – Will revisit pushing and initiating end date for sign up o Created Google Doc- Introduced 06/26/24 o 1st in person meeting in over a year, 20 in attendance remainder virtually. Received productive feedback on events and goals for 2025. o Enrolled 7 new members and removed 14 inactive members
Challenges:	<ul style="list-style-type: none"> o (Area of focus) Continue growing Mentorship Program and pairing mentor and young professional member. o (Area of focus) Implementing smaller YP meeting with sponsor o Continue participation in meetings



X C. Baerz
Chairperson's Signature

2024 Committee Report
SEFAA

6 / 26 / 24
Date Report Submitted