



South East Florida Apartment Association
2025 Committee Quarterly Report

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

Goals/ Objectives:	<ul style="list-style-type: none">-Reviewing numbers from the 2025 Business Exchange and how we can improve-Taking the feedback we received from the event and discussing how to implement it next year-Working on how to improve the auction component and how it can be more profitable next year
Accomplishments:	<ul style="list-style-type: none">-Achieved our financial goals for the 2025 Business Exchange-Exceeded attendee goal
Challenges:	<ul style="list-style-type: none">-The sound system wasn't good at Farmer's Table so the auction didn't go as well as it could have. Need to fix that if we decided to host it there again.-The space was tight and will be tighter as we increase attendees. Might need a larger venue.

Jennifer Nau

Chairperson's Signature

05/06/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

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

Goals/ Objectives:	Objectives for Q3 2025: 1. Focused on an event that bring more awareness and support for DEI 2. Increased monthly social media posts 3. Increase members involvement
Accomplishments:	Accomplishments for Q2 2025: 1. We had our first in-person committee meeting on 5/23/2025. 2. Six social media post submitted for May 2025 (most we have ever done)
Challenges:	Challanges for Q2 2025: 1. Given the current political climate, we've noticed that several individuals have either withdrawn or chosen not to participate.

Deanna C Pope

Chairperson's Signature

05/21/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

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

Goals/ Objectives:	1) Finalize plans for Leasing Seminar - Goal to market and increase registration 2) Market and increase registration for CAM 3) Upcoming Events *May 29th - Coffee Talk/Fraud *June 25th - Leasing Seminar *July 8-17 - CAM *August 13th - Coffee Talk/Budgeting *September 9th - Coffee Talk/Conflict Resolution *October 8 - Coffee Talk/Personal Branding 4) Make plans for additional speaker using endowment funds approved by the board
Accomplishments:	1) Through board approval, added two Coffee Talks to the calendar with established national speakers 2) Through board approval, lowered price of Leasing Seminar in order to foster registrations 3) Through board approval, Endowment approved. - Committee will speak internally about best way to maximize these funds 4) Fair Housing - 167 paid registrations. Goal was 190 -Income \$5,157.38 estimated, pending final transactions (38.5% above budget) 5) Landlord Tenant Seminar - 265 paid registrations. Goal was 280 -Income \$15,298.30 (22.63% above budget)
Challenges:	No current challenges at this time.

Brandi Lugo

Chairperson's Signature

05/01/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

Committee: Emerging Leaders Committee	
Reporting Quarter: Second Quarter (May 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">* We are in the process of arranging for a speaker to present at one of our Q3 meetings, with Public Speaking as the core focus. Several potential speakers have been identified, and we are currently working through logistics—including pricing and topic alignment—to prepare a proposal for the Board.* For Q4, the primary theme will be Leadership. We are exploring various approaches to effectively incorporate this focus into future meetings and programming.* We also continue to collect feedback and reflection forms for the Mentorship Program, which will help us evaluate its impact and identify areas for enhancement.
Accomplishments:	<ul style="list-style-type: none">* The committee has officially rebranded from Young Professionals (YP) to Emerging Leaders, reflecting a broader and more inclusive vision.* The Mentorship Program continues to show strong results, with mentors providing positive feedback through submitted reflection forms.* We’ve also seen increased engagement and participation from committee members during recent meetings, contributing to more dynamic and productive discussions.
Challenges:	<ul style="list-style-type: none">* One mentor faced difficulties connecting with their mentee due to ongoing scheduling conflicts.

Channel Bauzo

Chairperson's Signature

05/12/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

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

Goals/ Objectives:	Strong presence at Advocate Hitting our fundraising goals Working on final APAC event in August
Accomplishments:	NAAPAC Neighborhood Tour: Wynwood Registration: Actual: 30 Attended: 22 Net Income: Goal: \$0.00 (goal was to cover expenses, any additional goes to NAAPAC goal) Actual: \$3,332.89 -- \$3,000.00 of this can be sent to NAAPAC Comments: 100% of survey respondents would attend another tour Guests loved the experience, a well-received event Goal to incorporate more fundraising and discussion on advocacy throughout Overall goal to make Advocacy less intimidating and more approachable Jail and Bail Registration: Actual: 30 Attended: 22 Net Income: Goal: \$15,000 Actual: \$15.953 --\$12,500 to NAAPAC - We met our goal
Challenges:	Working on August APAC Fundraiser The Committee has decided to go back to Cornhole but incorporating twists to enhance fundraising on-site. i.e. \$10 for an extra bag, \$15 for someone to move further back, \$25 to let someone move closer, etc.

David Daily

Chairperson's Signature

05/14/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

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

Goals/ Objectives:	Substantially Increase Maintenance Participation & Offer Unique/Exciting Training Session for Future Workshops.
Accomplishments:	<p>Previous Event Reports:</p> <p><u>CPO (Certified Pool Operator)</u></p> <ul style="list-style-type: none">• <i>Registration:</i>- Goal: 15 each (English & Spanish, could not find Spanish instructor)- Actual: 13 - Attended: 12• <i>Net Income:</i>- Goal: \$3,680.00- Actual: \$1,586.50 (-56.9%, mostly due to not hosting Spanish)• <i>Comments:</i> - All 12 passed <p><u>CAMT (Certified Apartment Maintenance Technician) - English</u></p> <ul style="list-style-type: none">• <i>Registration:</i>- Goal: 10- Actual: 11- Attended: 11• <i>Net Income:</i>- Goal: \$3,975.00- Actual: \$3,795.06 (-4.5%)• <i>Comments:</i>- 7 pass, 4 fail <p><u>EPA</u></p> <ul style="list-style-type: none">• <i>Registration:</i>- Goal: 10- Actual: 5 (-50.0%)• <i>Net Income:</i>- Goal: \$535.00- Actual: \$577.35 (+7.9%) <p><u>Maintenance Workshop: Updates on Refrigerants, etc. (SEFAA Classroom)</u></p> <ul style="list-style-type: none">• <i>Registration:</i>- Goal: 35 total- Actual: 59 total• <i>Technical:</i> 36 registered, 31 attended• <i>Lunch & Learn:</i> 23 registered, 23 attended• <i>Net Income:</i>

	<ul style="list-style-type: none"> - Goal: \$0.00 - Actual: \$1,155.00 · <i>Comments:</i> - Topic was in demand, create the interest for the class/ program - Technical demand exceeded the one class, overflowed to Lunch & Learn - Flexibility of SEFAA Classroom was beneficial
Challenges:	<p>Increase Registration for Upcoming Events:</p> <ul style="list-style-type: none"> · <u>May 21 - HVAC Workshop</u> - English: 2/10 - Spanish: 2/10 · <u>August 6 - Appliance Repair</u> - English: 0/10 - Spanish: 0/10 · <u>October - CAMT Spanish</u> - 1/10 <p>Plan speaker session for 2026</p>

Oswaldo Ochoa

Chairperson's Signature

05/13/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

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

Goals/ Objectives:	Goal 1: Pick Venue Goal 2: Re-Brand Event (New Name) Goal 3: Diversify attendee pool Goal 4: Determine new format of event
Accomplishments:	Voted on New Name: "Management Leadership Symposium" Voted on new venue: Mortons Voted on increase of capacity
Challenges:	Determining new event format Attendee invitation parameters

Gustavo Beas Gamesz

Chairperson's Signature

05/20/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

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

Goals/ Objectives:	1) Increase membership to 265,000 units net by 12/31/2025 2) Increase and expand communication with the membership base 3) Increase membership retention
Accomplishments:	<p>We have surpassed our membership goal of 265,000 units, reaching a total of 271,047 units over 1,299 communities, and 219 suppliers.</p> <p>At the end of Q1, we completed a renewal campaign aimed at securing renewals from our members. We successfully contacted 253 members and managed to secure 161 renewals by the March 1st deadline.</p> <p>Additionally, we launched an ambassador program where at least one committee member volunteers to represent us at SEFAA events. This allows new or prospective members at the event to find the ambassador for further information and guidance. Our first ambassador was Diana Kato at the Jail & Bail event.</p> <p>We also reviewed and improved the membership satisfaction survey to make it more user-friendly and to encourage greater participation.</p>
Challenges:	<p>We are focusing on solutions to engage management companies more effectively. One proposed solution is implementing a point system, where increased participation would enable members to earn more rewards. Another idea is to boost management representation at SEFAA events by having vendors potentially sponsor their admission and beverage costs. Not only would we have more management teams present, we'll also have vendors willing to continue to invest in SEFAA and renew their membership.</p>

Courtney Gavin

Chairperson's Signature

05/14/25

Date Report Submitted



South East Florida Apartment Association
2025 Committee Quarterly Report

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

Goals/ Objectives:	Increase overall attendance Up the caliber of attendees to the event Enhance the attendee experience for both management and supplier
Accomplishments:	Over 100 registrants in record time Lead generation implementation has created over \$6350 in additional revenue to the organization. We have met sponsorship goal. Developed and implemented new Exhibitor kit (Huge Success) Added: "Optimizing Your Time at the SEFAA Trade Show: Tips, Tricks, and Advice" for both Management and Suppliers" aiming at adding increased support to our industry partners in engaging with management. Year over year upwards trend in attendance Surpassed attendance goal First year at new venue was a success
Challenges:	Parking (has been addressed since) Bringing in high caliber attendees Attracting management attendees that were regulars, but have since not attended.

Gustavo Beas Gamez

Chairperson's Signature

05/09/25

Date Report Submitted