



IDAHO
APARTMENT ASSOCIATION

Events Committee Meeting

August 19th, 2021 at 10:00 AM

AGENDA:

- 1) Welcome and Introductions
- 2) Committee Goals Overview
- 3) 2021 Economic Forecasting Conference – September 8, 2021
 - a. Event Update
 - b. Volunteers
- 4) 2021 Fair Housing Conference and Tradeshow – October 27, 2021
 - a. Marketing Update
 - b. Committee Booth
- 5) 2021 Tribute Awards – January 21, 2022
 - a. Nomination Solicitation
 - b. Marketing
- 6) Additional Business

Events Committee Scope of Work

The IAA Events Committee organizes 5 major events a year:

1. Fair Housing Education Conference and Trade Show (each April)
2. Maintenance Mania (TBD)
3. Economic Conference (Sept)
4. Reverse TS (Feb & August)
5. Tribute Awards (Jan)

The Events Committee is responsible to plan, promote and support these events. This includes having a budget for each event and obtaining sponsors, creating themes and marketing, and recruiting volunteers to complete the event.

The committee will have regular email meetings and conference calls, as well as in person meetings as needed.

How do we know we are a successful committee?

Set Goals - By _____ we will _____

Last Meeting - The committee discussed and came up with the following goals:

- Creation and implementation of a structured event progress update for each meeting and event.
- Average number of committee member participation by 3rd meeting. Membership comprised of half industry and half vendor members.
- Full engagement and participation in events processes by and including the Tribute Awards event in January.



2021 Economic Forecasting Conference Update - September 8, 2021

Riverside Hotel in Boise

Attendees Registered: 32

Sponsors Registered: 4

Next Steps:

- Collect Speaker Presentations for the Powerpoint
- Create Program for the Event
- Create Signage
- Create Nametags
- Obtain 3-4 Volunteers for Registration

2021 Fair Housing Conference & Tradeshow

October 27, 2021

Expo Idaho - Fairgrounds | 2 Buildings - 3 Class Areas

1. Marketing - Sponsor & Attendee Marketing Pieces are being drafted and will be ready to mail by 8/20/2021. The website will be updated by 8/20/2021 and the event will be the main topic of this week's weekly email and will be included in every weekly email leading up to the event.
2. Committee Booth - We will need a committee booth at the event for the membership committee, as well as, to encourage additional committee sign ups and last minute awards nominations.

2021 Tribute Awards

January 21st, 2022

Riverside Hotel in Boise | Ballroom

1. Nomination Solicitation - Website will be updated with links to nomination forms by end of next week. Nomination deadline will be October 27th, 2021 to allow committee to solicit additional nominations at the tradeshow.
2. Marketing - Marketing will begin after the economic conference and first round of Tradeshow Marketing.

Questions? Additional Business?



NEXT MEETING: September 16th, 2021 @
10:00 AM