



IDAHO
APARTMENT ASSOCIATION

Membership Committee Meeting

August 19th, 2021 11 AM

Agenda

- 1) Welcome and Introductions
- 2) Membership Recruitment Plan
- 3) Membership Report
- 4) 2021 Fair Housing Conference and Tradeshow – October 27th, 2021
- 5) Additional Business

Membership Recruitment Plan

At the July 15th meeting the committee discussed the following ideas, which were presented and approved at the August Board Meeting:

- a. Create a good social media presence using Facebook with a plan of scheduled posts to get more information about the association in front of people. As well as following our members and sharing their posts in an effort to stay connected.
- b. Create an email campaign aimed at property management companies and properties in the area. We would send information about the association and it's education offerings, as well as, our government affairs efforts. These emails would be sent to non-members.
- c. Member Spotlight/Testimonials shared by email and on social media where current members explain why they joined and how the association has benefited them and why they would recommend others join also.
- d. Membership Committee Presence at Events – working as membership ambassadors to welcome non-members and introduce them to current members with similar interests. Using talking points such as:
 - i. What brought you here today?
 - ii. What are you looking to get out of today's event?
 - iii. What would you like to learn more about?

Follow up Discussion on Next Steps

Membership Report as of July 31, 2021

Membership Report as of July 31, 2021

| | |
|---------------------------|---------------|
| Industry Members | 361 |
| Supplier Members | 67 |
| Total Member Count | 428 |
| Total Unit Count | 22,551 |

New Member Report 7/1/2021 - 7/31/2021

3 Industry Members - 1 Supplier Member

133 Units

| Profile Name | Membership Level | Units | Profile Type |
|------------------------|-------------------------|--------------|---------------------|
| Custom Property Mgt. | 51-99 Units | 84 | Owner |
| Ferguson Enterprise | Supplier 0-4 | 0 | Supplier |
| Lyle & Grace FERCH | 0-9 Units | 1 | Owner |
| Silver Leaf Apartments | 25-50 Units | 48 | Property |

2021 Fair Housing Conference & Tradeshow

October 27, 2021 Expo Idaho - Fairgrounds

- Registration Volunteers
- Committee Booth



NEXT MEETING: September 16th, 2021
@ 11 AM