



IDAHO
APARTMENT ASSOCIATION

Membership Committee Meeting

June 10th, 2021 11 AM

What does a
**Thriving Apartment
Association**
look like?

Have a mission

Advocate

Proactive
Legislation

Communication

Lobbying &
Relationship
Building

Educate

Regular
Meetings

Economic
Forecast

Landlord Book

Annual
Conference

Professional
Publications

Network & Grow

Trade Show

Awards

Thriving
Affiliate
Group

IAA Mission

- ▶ **ADVOCATE**
- ▶ **EDUCATE**
- ▶ **CONNECT AND GROW**

How Committees Fit in

Committees **Recommend**

Board **Decides** (long term view, budget)

Staff and Committees **Implement** as a team

The Committee

“If the board of director’s is the “brain” of an association, committees are the central nervous system. When they operate well, they accurately sense the environment, process information, and provide valuable guidance to the “brain” so that it can make good decisions. When they do not operate well, the association suffers.”

How Committees are Organized

- ▶ Chair or Co-Chair (preferably one owner/manager and one vendor)
- ▶ Vice Chair/Co-Chair
- ▶ Board Liaison
- ▶ Staff Liaison

Committees Have a Scope of Work

Purpose - What is the goal of committee?

Parameters - What can/can't committee do?

Passion - Committees are the passion that powers what the association does

Sample Committee Purpose



Events Committee Scope of Work

The IAA Events Committee organizes 5 major events a year:

1. Maintenance Mania/ Fair Housing Education Conference and Trade Show (each April)
2. Golf Tournament (TBD)
3. Economic Conference (Sept))
4. Reverse TS (Oct)
5. Tribute Awards (Dec)

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.

Being a Successful Committee Member

- ▶ Participate - you will be able to make a difference and will enjoy it more if you show up
- ▶ Be a team player - don't overpower others or take your toys and go home if you don't get everything you want
- ▶ Work within the scope of work - remember, "committees recommend, boards approve, and then the plan is implemented. Don't skip steps
- ▶ Represent the interests of your industry and not just yourself. Remember "People don't see the world as it is - they see the world as they are". Remain objective to see your biases and build consensus with others, instead of having to do things your way.
- ▶ Rely on staff to support you. Its their job to help you and the association be successful!

Occurs when committee members understand
the difference between being

“representative for”

versus being

“representative of.”

Representative For

If board members believe they are “**representative for**,” they see themselves as the elected representatives of a particular constituency.

They voice only the self interests and opinions of that constituency and vote only on behalf of that constituency’s interests.

Representative Of

Board members who view their role as ensuring that the views, beliefs, values, and self interests of the constituencies they know the best are on the table as part of the conversation, are “**representative of.**”

They voice interests and opinions of those they know best and vote on behalf of the best overall interests of the organization.

Membership Committee Scope of Work

The purpose of the Membership Committee is to:

- Identify potential members of the association
- Promote the association to potential members
- Assist other IAA members to help grow the organization
- Help research and plan Membership Drives, propose them to the Board, and implement them

How do we know we are a successful committee?

Set Goals - By _____ we will _____

- 1) By 2nd Committee Meeting we'll have an action plan so members will know what their tasks are.
- 2) Average number of committee member participation by 3rd meeting. Membership comprised of half industry and half vendor members.
- 3) By October 1st, increase total membership by 50 members and 5,000 units.



Industry Member Benefits

Legislative Advocacy at the state, local and national levels. IAA will work to eliminate gray areas and increase protections for owners and managers.

Monthly Meetings to connect industry professionals and relay valuable education relating to property management, legal issues, industry trends and other timely topics.

Education Opportunities including specific seminars on Fair Housing, operational challenges and more.

Legal Forms including leases, security deposit dispositions, legal notices and more.

Engagement with the National Apartment Association including national speakers on federal issues, trends in the industry and more.

Annual Education Conference and Trade Show to be held in May, highlighting products and services available and connecting industry

MEMBERSHIP FEES

IAA Dues will be some of the lowest in the country at approximately ⅓ of the cost in surrounding states.

OWNER/MANAGER

0-9 Units	\$99
10-24 Units	\$149
25-50 Units	\$225
51-99 Units	\$275
100 Units	\$325 + \$1 per unit

Associate Member Benefits

- **Listing in our Online Directory** (which includes all contact information and tracks # of leads generated)
- **Listing in the Monthly Newsletter**
- **Member Event Pricing**
- **Sponsorship Opportunities*** at all IAA Events
- **New Client Introductions** and **Brand Reinforcement**
- **Author Content Articles for Monthly Newsletter** regarding your industry
- **Membership with National Apartment Association**

Non-members DO NOT get preferred pricing for events and/or sponsorship opportunities plus they CANNOT advertise in any IAA publication.

MEMBERSHIP FEES

IAA Dues will be some of the lowest in the country at approximately ⅓ of the cost in surrounding states.

ASSOCIATE MEMBERS (VENDORS)

< 5 Employees.....	\$245
5 + Employees.....	\$295



NEXT MEETING: July 15, 2021 @ 11 AM