

BOMA NETWORKING/MEMBERSHIP COMMITTEE NOTES

5/9/23

Attendees – Allison McClure, Jeff Price, Jamie Ottery, Bonnie Henry, Alex Gleim, Lisa Davis, Jacob Gasser, Molly Munro, Natalie Stout, Barb York, Matt Gleim, Scott Chase

- **Membership Opportunities –**

- Attend to Win! Alyssa not present, so prize is \$150 for the June lunch. Now only PMs can win.
- Allison confirmed we can alternate black & white napkins to facilitate PM/vendor engagement.
- BOMA GOALS –

- **Promote Participation & Attendance at New Member Orientations**

- Continue what we've been doing – before lunches March & August.
 - Invite all new members, Board & Committee members via email. Follow-up with call if no RSVP. Low attendance for March so plan send reminders next time.
- Jeff or I email/call new members when notified by Allison
 - Allison will email Jeff & Jamie a list of new members.
 - BOMA Buddy - Assign committee member to new member (we'll attempt PM-PM and vendor-vendor) Jake & Natalie volunteered to be buddies.
 - You are their point of contact for their first few months. Notify them of events, greet them at events, etc.
 - Reach out to new members via phone call before most/all social networking events.

- **Recruit 20 New Regular Members (PM or building owner) in 2023**

- We broke goal down into Q1 – 3 (have 5), Q2 – 5, Q3 – 7, Q4 – 5
 - Need 17 PMs to get ratio balanced!
 - Cost is pro-rated after June to about 1/2. 15 months for 12 starting in October. Now is ideal time to recruit!
- Target head honchos from local PM companies – promote BOMA via lunch and learns, emails, drop off flyers, etc.
 - Barb, Jeff, Matt & Jamie working on this.
 - We will schedule a sperate meeting to prioritize target list and discuss budget.
 - Hope to schedule meetings, maybe coordinate with monthly PM meeting, with various companies. Need to figure out budget if taking breakfast or lunch. Not currently budgeted for, but everyone thinks would be effective. IREM already doing this....very effective bc vendors are paying for memberships. Lisa/Allison, did you check with the board regarding a budget increase to provide a couple lunches as a trial?
 - Group members email Jamie& Jeff stating what able/willing to do for recruiting new members.
- Follow-up from Vendor Show Raffle List

- Jamie drafted an email for her, Jeff and Lisa to send attendees. Jamie will divvy up list so emails can be sent next week.
- Work with marketing to create flyer/email to use for promotions
 - Jamie will consolidate email points. Allison will create one pager to add QR code linking to registration.
 - Matt is working on Power Point to use during presentations.
 - Barb suggested we communicate companies can pay by allocating the cost among various building budgets. This is also the IREM tactic. Vendor pays for year one and then convince owner to include in budget moving forward.
- Trade show booth free membership winner – Natalie, can you be his “buddy” and welcome him?

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- Membership Drive – better data collection so we can follow-up with non-members.
- Utilize Linked-In. Allison will help once we have materials ready.
- Continue to ask for help at lunches

- **Networking Schedule –**

- *May 12th* – Not having Flying Horse Farms Camp Creator Day, but scheduled August 23rd. Members of the team will start thinking about a new organization to support next year, as FHF seems to have plenty of help/financial support. Prefer hands on opportunity plus financial. Continue to support Honor Flight. Want to add Mail Call! Maybe distribute cards at the August lunch? Furniture Bank, Heinzerling Foundation & RMH all suggested.
- *May* – Derby Event 5/18. Jake leading event. \$25 per person for one drink ticket, food, and admission. 47 people registered. Natalie in charge of games and décor. Jeff will give betting tutorial. Allison will send email day prior with detail and parking instructions.
- *June* – Building Tour + HH 6/14. Lisa and Alex confirmed Alterra would like us to tour Easton Oval. HH to follow at B-Line. Lisa and Alex to email Allison details so she can post event.
- *July* – Golf outing
- *August* – Family Event. Lisa, Jamie, Jeff & Scott determined the Crew, Zoo and Scene 75 are too expensive...over \$50 per person. Thinking of combining volunteer opportunity with family friendly cookout/meet-up. Furniture Bank followed by Land Grant suggested. Also RMH, Pilot Dogs, Heinzerling. Jamie will explore options so we can finalize plans at June meeting .

- *September* – BOMA Blast 9/21 – booked. Matt and Jake to lead. Benefits Honor Flight. Food priced increase more than \$950. Lisa suggested we check on ordering less food. Allison also said we can s
 - *October* – Bowling Membership Event 10/13 – Booked. Alex and Lisa will continue to lead
 - *November* – Building Tour and HH - 11/8 – Natalie will lead 😊
- Possibly separate Membership from Networking or create sub-group? Jeff & Jamie will continue to formulate a plan and ultimately seek board approval.

Meetings are second Tuesday every month. Next Meeting June 13th at Matt the Millers Polaris