**BOMA NETWORKING/MEMBERSHIP COMMITTEE NOTES**

3/14/23

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

* **Membership Opportunities –** 
  + Attend to Win! Alyssa not present, so prize is $150 for the May lunch. Now only PMs can win.
  + New members get a ribbon so people know they are new
  + Attempt to have black napkins for PMs and white for vendors, alternate every seat so facilitate mingling. This to start at May lunch when back at Boathouse
  + 75 tumblers ordered for future new members
  + BOMA GOALS –
    - Promote Participation & Attendance at New Member Orientations
      * Continue what we’ve been doing.
        + Invite all new members, Board & Committee members via email. Follow-up with call if no RSVP. Low attendance for March…need to tweak?
        + Events will be before lunches in March & August.
      * Jeff or I email/call new members when notified by Allison
        + Allison will send email with new members the week prior to our monthly meeting.
        + BOMA Buddy? Assign committee member to new member (we’ll attempt PM-PM and vendor-vendor)

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 (already have 5!), Q2 – 5, Q3 – 7, Q4 – 5
        + Cost is pro-rated after June. 15 months for 12 starting in October.
      * Target head honchos from local PM companies – have board and/or committee members reach out to promote BOMA and find out why (not) involved. Ask them to encourage employees/owners to join.
        + Coordinate efforts with Vendor Show – they are promoting now. We have their list and will follow-up after the Vendor Show.
        + Alex thought to ask Barb York for help, and she agreed!
      * Working with marketing to create flyer/email to use for promotions
        + Any suggestions? Jeff & Jamie will compile ideas after looking at other BOMA websites and hearing from committee members. We will send to Marketing for them to create.
      * Have a trade show booth – giving away one membership has been approved! Vendor Show committee has the booth covered.
      * Membership Drive – better data collection so we can follow-up with non-members.
      * Continue to ask for help at lunches
* **Networking Schedule –** 
  + *February* – Snow Trails Tubing Event 2/22– Benefits FHF. $1,500 for daytime session (1-3). 150 people max. 48 Registered. Had to change date, which impacted attendance. Gorgeous day and fun had by those who attended! Profit of $1,400 for our budget! Maybe allow PMs to attend for free if we have this event again? Seems to be heavy vendor.
  + *March* – March Madness Party 3/16 – Jeff Price to lead again! At The Scarlet Room from 12-5. Over 85 registered! Jeff & Jamie reached out to registered vendors and secured more sponsorship. Should have $2,400 now to cover potential cost of extra people. Need to better communicate that “free to BOMA members”. Must be a sponsor to bring non-BOMA guests.
  + *April* – Vendor Expo
  + *May* – Derby Event 5/18. Jake leading event. We will rent the smaller room that holds 40+. It will have a bar and we can pre-order food. We plan to have a betting training session prior to the races starting. $25 per person for one drink ticket, food, and admission. Matt checking to see if we can meet a horse! If he strikes out, check with Keinle?
  + *June* – Building Tour + HH 6/14. Alex suggested Alterra’s Easton Oval. Molly and Alex will figure out if this will work before our next meeting.

**Meetings are second Tuesday every month. Next Meeting April 11th at Matt the Millers Polaris**