

BOMA NETWORKING/MEMBERSHIP COMMITTEE NOTES

7/11/23

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~~, Brenda Ochoa, Sean Eaton

- **Membership Opportunities –**

- Attend to Win is up to \$200 in August!
- Alternating napkins worked well, so plan to continue in Sept. August is speed networking, so not necessary.
- BOMA GOALS –
 - **Promote Participation & Attendance at New Member Orientations**
 - Continue what we've been doing – ½ hour before lunches March & August.
 - Invite all new members, Board & Committee members via email. Jamie will set-up a meeting invite via Outlook later this month. Want to allow BOMA Buddies to reach out and people to register for lunch first.
 - Review most recent list of new members and have BOMA Buddy invite to meeting.
 - BOMA Buddy -
 - 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.
 - See attached list for recent member additions and assigned BOMA Buddies.
 - **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
 - Promote 15 months for the price of 12 starting in October
 - Our ratio is almost balanced, when including lifetime members. So, Allison might be able to allow matched PM/vendor in soon. This will boost our numbers.
 - GOAL – have plan in place by October 1st to actively promote 15 for 12
 - Task force – Jeff, Jamie, Barb, Matt and Lisa will start working on this now. We will likely become a separate committee once approved by board. Plan to discuss at August meeting.
 - Target head honchos from local PM companies – promote BOMA via lunch and learns, emails, drop off flyers, etc.
 - Still working on learning more about benefits of BOMA so can create comprehensive recruitment plan.
 - Trade show booth + Bowling free memberships.
 - Membership Drive – better data collection so we can follow-up with non-members.
 - **Utilize Linked-In – is there anything we can do now to recruit via Linked-In?**
 - Continue to ask for help at lunches

- **Networking Schedule –**

- *June* – Building Tour + HH 6/14 was a HUGE success! Most highly attended tour ever with 46! Raised \$125.
- *July* – Golf outing
- *August* – Jamie will share updates. Explored numerous options. Most viable was Little Bear Golf Club, but cost is still a hurdle. We will table this idea until next year so we can generate funds in advance. Instead, we are going to have a weekday volunteer event at The Furniture Bank on Morse Road on Friday August 25th from 10-1 with lunch to follow at Carsonie's in Westerville.
- *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. Ask Sept lunch attendees to complete cards to mail to Honor Flight participants. Any updates?
- *October* – Bowling Membership Event 10/13 – Booked. Friday the 13th! Alex and Lisa will continue to lead. Promote FREE membership to get potential members to attend.
- *November* – MOXY Building Tour and HH at Town Hall- 11/8 – Natalie will lead 😊
- 2024 Schedule – we will need a draft plan next month, so start brainstorming ideas. What do we want to repeat? Idea of laser tag was introduced and got our group excited! Brenda suggested adding more details to events and also have a way to view previous events so potential new members have a better idea of what we do.

Meetings are second Tuesday every month. Next Meeting August 8th at Matt the Millers Polaris