



**Florida Apartment Association
Board of Directors Meeting
Tuesday, January 30, 2018**

Hotel Duval
Tallahassee, FL 32301

AGENDA

I. Call to Order

President Lori Trainer called the meeting to order at 12:13 p.m.

Present:

Lori Trainer, President
Bonnie Smetzer, Vice President
Katie Wrenn, Treasurer
Kimberly Maggard, Secretary
Diana Gierschner, Associates' VP
Chip Tatum, AE Council Chair
Josh Gold, EVP
Ricardo Alicea, AAGO Director
Rachelle Hundley, AAGO Director
Amanda Lynch, AAGO Director
Lee Rogers, AAGO Director
Jimmy Chestnut, BAAA Director
Lisa Dailey, BAAA Director
Chris Koback, BAAA Director
Lisa LaVigne, BAAA Director
Tara McBride, BAAA Director
Kelly Shaver, BCMHA Director
Bobbie Bailey, CCAA Director
Lisa McLemore, ECAA Alternate
Shannon Gregory, FCAA Director
Denise Snyder, NCFAA Director
Donna Ameller, SEFAA Director
Paul Licata, SEFAA Director
Mary Linneken, SEFAA Director
Kristi Novak, SEFAA Director
Kelli Meyers, SWFAA Director
Carla Murphy, SWFAA Director

41 **Absent:**
42 Jennifer Livingston, AAGO Director
43 Jason Howard, ECAA Director
44 April Hudson, FCAA Director
45 Melissa Lohmeyer, FCAA Director
46 Jamison Gavin, SEFAA Director
47 Mandy Doucet, SCAA Directors
48 Betsy Smith, TCAA Directors
49 **Guests/Staff Present:**
50 Gina DaSilva
51 Cody Fetheroir
52 Kara Bonzheim
53 Brenda Sweeting
54 Alex Mauro Ross
55 Carina Miles
56 Jasmine Edge
57 Jessica Romero
58 Robert Griffiths, BAAA Government Affairs Director
59 Mandy Fies
60 Tara McBride
61 Denise Snyder
62 Sean Bailey
63 Russell Skinner
64 Sabrina D'Ali-Mendoza
65 Rose Alcala
66 Lindsay Sargeant
67 Chelsea Greene
68 Sydney Jamieson
69 Jodi Sink
70 Judy Williams
71 Shalonda Taylor
72 Jeremy Scholl
73 Rosa Houston
74 Marilyn Nix
75 Traci Pearce
76 Terri Jeffries
77 Mandy Doucet
78 Cheryl Cooke
79 Crystal Verastegui
80 Nancy Lovell
81 Leslie DeMaio
82 Melissa Dugas
83 April Hudson
84 Heather Calderone
85 Jordan Petras
86 Stacey Stuart
87 Ashlee Frost

88 Melissa Lohmeyer
89 Mary Beth Suarez
90 Benjamin Alexander
91 Doug Cullaro
92 Mark Wilkie
93 Michael Brown
94 Nava Adler
95 Avi Adler
96 Michelle Chano
97 Abraham Chamo
98 Justin Frost
99 Annika Cline
100 Clint Snouwaert
101 Mary Sullivan
102 Brian Bazinet, CCAA Alternate and AE
103 Cecily Millan, BAAA AE
104 Liz Recca, SCAA AE
105 Margaret Rushing
106 Diyanni Kinsey
107 Kelticia Speights
108 Monica Ramsey, AAGO Staff
109 Robert Carroll, NCFAA AE
110 Kayla Whitaker, AAGO
111 Joshua Madden, FCAA
112 Santiago Illia, SEFAA
113 Laura Hulsy, FCAA
114 Fernando Ramos
115 Erin Tounge
116 Courtney Barnard, FAA Government Affairs Director
117 Laureen Crowley, FAA Director of Communications
118 Ralph Robinson, FAA Director of Meetings
119

120 **II. Establishment of a Quorum**

121 Secretary Kimberly Maggard established a quorum.
122

123 **III. Approval of Minutes**

- 124 **a)** A motion was made and seconded to approve the minutes of the October 11, 2017
125 Board of Directors Meeting. Approved.

126 **IV. Ratification of Executive Committee Actions**

- 127 **a)** Prepayment of NAAEI Capital Campaign Contribution
128 Lori explained that FAA had been supporting NAAEI over several years, and the
129 Executive Committee decided, because FAA had such a good year financially, to pay the
130 balance of FAA's pledge. A motion was made and seconded to ratify the Executive
131 Committee decision. Approved.
132 **b)** Expansion of BAAA territory to include DeSoto, Manatee, Hardee, and Sarasota counties
133 Lori explained that the boards of TCAA and BAAA had met over the course of several
134 months to discuss how best to serve the members of TCAA. They ultimately decided to

merge TCAA into BAAA, a decision that was approved by the FAA executive committee, leadership of both TCAA and BAAA, and the NAA. She noted that the change will allow members from the former TCAA region to take advantage of the opportunities offered by BAAA. Jordan Petras, BAAA immediate past president, added that BAAA leadership is reaching out to former TCAA members regarding their needs and wants. He also said that dues billing would soon be going out to former TCAA members. He encouraged any former TCAA members to reach out to him or other BAAA leaders to express their needs or concerns. A motion was made and seconded to ratify the decision. Approved.

V. President's Report

Lori stated that she wants everyone who attends board meetings to feel they are getting something out of the meetings, that they learned something, contributed, or made FAA better, and to feel free to express their opinions. For that reason, a survey of board members and others was conducted just before the start of the meeting. She encouraged everyone to speak up during the meeting, to ask questions or share opinions, keeping in mind that the responsibility of the board is to make FAA better. With that in mind, a task force has been put in place to review all of FAA's policies and bylaws, some of which have not been updated in several years.

Lori noted that a new, uniform format is being implemented for affiliate reports.

Lori reminded everyone of upcoming deadlines, including the deadline for early bird registrations for the NAA Apartmentalize conference. FAA still has a few discounted registrations and will buy more as needed in packs of 10.

NAA's Advocate (formerly the NAA Capitol Conference) is coming up, and this year the Florida delegation dinner, sponsored by RentPath, is open to all Advocate attendees from Florida, including suppliers.

Lori shared a video from the Welcome Home project she has been working on with Orange County Mayor Teresa Jacobs, helping people transition out of homelessness.

VI. Treasurer's Report

Treasurer Katie Wrenn reported assets of \$1,621,926 as of December 31, 2017, and total liabilities of \$32,470, resulting in equity of \$1,589,456. The Finance Committee will be reviewing accounts to ensure compliance with FAA's financial policy, which states that no

account shall exceed the insurable amount of \$250,000. She shared other highlights of the financials.

- After the financials were included in the board packet, the NAA lease payment for December was received. The updated actual income is \$694,847, compared to the budgeted income of \$205,285. Of that, \$64,000 is due to the NAA lease payment.
- Total revenue for 2017 was over budget by \$405,838. Katie highlighted variances in excess of \$10,000 or 10 percent, including:
 - Annual conference registration revenue, positive variance of \$31,648.
 - Conference sponsorship revenue, positive variance of \$64,282.
 - Lease revenue, positive variance of \$248,218, due to higher demand and transition from per-click to per-unit pricing model.
 - Lease order fees revenue, negative variance of \$46,493, due to fewer click orders during the transition.
- Total expenses for 2017 were under budget by \$83,724. Significant variances included:
 - Annual conference audiovisual expenses, over by \$16,965, due to reinvestment of conference revenue into the event.
 - Maintenance Mania, \$9,970, due to increased food and beverage, entertainment, and audiovisual expenses in a drive to boost attendance.
 - Charitable contributions, \$38,500, due to donations to the Valencia College Residential Property Management Scholarship Foundation, Hatching Hope Florida, the American Red Cross, and the NAAEI Now campaign.

A motion was made and seconded to approve the unaudited financials. Approved.

Katie reported that the projected net profit of \$734,000 includes the current \$694,847 plus \$40,000 projected rebate from the NAA Click & Lease. The financial policy directs that to be split evenly between FAA and local affiliates, with \$100,000 being distributed directly to the affiliates and the balance allocated to Affiliate Assistance Fund. Katie requested a motion to suspend the financial policy for this year only to allow up to \$300,000 to be distributed among the affiliates based on unit count and the remaining balance allocated to the assistance fund. A motion was made and seconded. Approved.

Katie requested a motion to transfer funds from the unrestricted fund balance to the operating reserve fund, restricted. The financial policy requires that the reserve funds equal the sum of the previous year's general and administrative expense plus legislative expense. For 2017, that sum is \$561,864. Currently the reserve fund contains \$444,988. A motion was made and seconded to transfer \$116,876. Approved.

Katie asked for any questions or discussion on the 2018 budget, which had been approved by an email vote in December. Josh noted that the budget includes an association executives'

retreat in April and funding for research and surveys, including a compensation and benefits survey.

VII. Region IX VP Report

Bonnie Smetzer reported that there is no new information to share at this time.

VIII. APAC Board of Directors Report

Angi Pusateri reported that the total funds raised for APAC in 2017 was \$172,466, which exceeded the goal of \$159,280. Every affiliate except TCAA reached its APAC goal. APAC has already begun funding 2018 candidates. The contribution goal for 2018 of \$175,000 and \$17,450 has been raised thus far. Angi recognized major investors, including MAA, \$10,000; Bonnie Smetzer, JMG Realty, \$1,000; Kerri Toth, Royal American Management, \$1,000; Ron Book, Ron Book PA, \$1,000; Robbins Electra Property Management, \$1,000; Epoch Management, \$1,000; Margaret Rushing, \$1,000.

Angi reported that tickets for All Hands on Deck APAC Yacht Party are on sale for \$200. The event will be at 7 p.m. October 3 in Boca Raton, in conjunction with the Annual Conference & Trade Show. The event is sponsored in part by RentPath, and there are still opportunities for two more sponsors.

Angi reported that the APAC silent auction will take place after the legislative briefing and there will be a drawing for an Apple watch donated by Bridge Real Estate, Carroll Management Group, Dogwood Building Supply, Roller Door Sliding Door Replacement, and Switch Electric. Courtney shared information about affiliate goals and displayed a thermometer poster showing how much each affiliate has contributed. Each affiliate is showing a positive contribution already, thanks in part to the allocation of \$1,000 to each affiliate from MAA's \$10,000 contribution.

IX. Association Executives Council Report

Chip Tatum thanked the board for approving funding for the AE Retreat planned for April. He thanked the FAA staff for the high quality of the legislative priority materials for the Legislative Conference.

Chip reported that Affiliate Assistance Fund requests had been received in the amount of \$44,000. The requests included two from AAGO, and Chip recused himself from discussion or decision about those requests. After discussing the requests, the AE Council recommended approving approximately \$32,000. These included up to \$5,000 (based on actual expenditures) to AAGO for a training HVAC unit and Safety Center; up to \$5,000 for a professional safety training video, which other affiliates will be permitted to use; \$2,110 to BAAA for reimbursement of outstanding NAA dues owed by TCAA for 2017; \$3,000 to BAAA for Gina DeSilva's Leadership Lyceum participation; \$6,619 to BCMHA for Leadership Lyceum costs for two participants; \$1,450 to ECAA to purchase a laptop; \$2,100 to FCAA for onboarding costs of Novi AMS; \$1,200 to NCFAA for cost for Robert Carroll to attend NAA Assembly of Delegates;

\$3,000 to SEFAA for onboarding costs of Novi AMS; and \$1,800 to SEFAA for software needed for marketing and rebranding.

A motion was made and seconded to approve the recommended Affiliate Assistance Fund disbursements. Approved.

X. Conference Planning Committee Report

Conference co-chair Diana Gierschner reported that the committee met and selected keynote and breakout speakers for the 2018 FAA Annual Conference & Trade Show, and they will be announced after contracts are finalized.

Conference co-chair Kimberly Maggard shared the attendance goal of 753 registrations, and noted that goals for each affiliate were included in the board packet. Two videos to promote the conference were played, one targeting attendees and one targeting suppliers. Kimberly reported that for the first time, badges would be digitally printed on-site.

Diana reported that for the first time, lead retrieval would be available to exhibitors. Ralph Robinson shared important dates for sponsors and exhibitors. He noted that several suppliers have already committed to medal-level sponsorships, including several first-time sponsors.

Ralph also reported that the committee has decided to change the scheduled time for The Masters Session, in response to survey comments, so that the session will no longer conflict with the trade show hours.

XI. Legislative Committee Report

Courtney reminded everyone about the legislative briefing scheduled for 4 p.m. and outlined the priority issues, which will be described in more detail at the briefing. She noted that during the briefing, an email link will be sent to all attendees with a link to the master list of appointments at legislators' offices. She reported that an Uber code will be available to cover the cost of transportation from the host hotel and overflow hotel to the Capitol.

Courtney reminded everyone of the time of the legislative briefing and that the briefing would not include dinner. She noted that the silent auction and a drawing for an Apple watch would take place following the briefing, after which attendees would have dinner on their own.

XII. FAA Smoke-Free Multifamily Housing Certification Program

Laureen Crowley reported that this is the last year FAA expects to receive a grant from the state Department of Health. Deliverables for the \$20,000 first installment of the current grant included a booth at the Annual Conference & Trade Show and an educational session. That payment has been received. A total of 52 communities have certified smoke-free policies, up from 40 in October. Three communities were nonmembers at the time of certification and their contact information has been shared with local affiliates to recruit them as members. Member

communities that are certified include 10 from AAGO, five from BAAA, two from FCAA, three from SWFAA, and 29 from SEFAA.

XIII. Leadership Lyceum

Lori asked current Lyceum students to stand and be recognized, as well as Lyceum graduates. Co-chair Jordan Petras reported that the first module yesterday had 25 participants. The next module will be May 8 in Daytona Beach. Jordan said he and co-chair Paul Licata will be reaching out to Lyceum graduates sit in on some sessions and make recommendations to improve the program. Jordan reminded those who are interested in Leadership Lyceum to reach out to their local association executive, because each year's class size is limited. Josh added that the nominations open after the Annual Conference, and noted that the class size is limited to allow for greater interaction among the students.

XIV. Product/Service Council Report

Diana reported that the PSC met yesterday. She said Courtney spoke to the group about the importance of giving to APAC and a supplier member spoke about how APAC had helped his business directly. A total of \$3,000 was raised for APAC, including \$1,000 from Margaret Rushing and \$500 from Justin Frost.

Diana also reported that the PSC selected speakers for the supplier member educational sessions that will take place in May. The PSC will also sponsor a reception at the May meetings, to give PSC members an opportunity to network with apartment industry leaders.

Diana stated that Sean Bailey of Apartment Life made a presentation about Hatching Hope Florida, to help apartment residents displaced by fires or other disasters.

XV. Executive Vice President's Report

Josh reported that staff has been busy putting together the Legislative Conference, which is the largest FAA Legislative Conference to date. Staff has already been planning the program for the Annual Conference, as well as the sponsorship opportunities Ralph mentioned earlier.

The Executive Committee decided at its retreat two weeks ago decided to offer media training for affiliate presidents and AEs across the state. It will take place August 23 at AAGO headquarters.

A statewide compensation and benefits study is about to be launched; the report will drill down into local or regional statistics if there are enough responses in a specific region.

Josh invited all board members and anyone at the meeting to have a complimentary business head shot taken by the conference photographer, to be used in the leadership section of the FAA website and for their own use.

Josh reminded everyone who is registered for the Legislative Conference to pick up their credentials and avoid the check-in crowd later in the day.

XVI. Local Association Reports

- a. **AAGO** has added 20,000 units for a total of more than 170,000 units in 660 communities, and has 217 owner-manager members and 306 supplier members. AAGO

hosted NAAEI advanced training in January and in March will host a maintenance appreciation night.

- b. **BAAA** has 693 communities with a total of 164,500 units and 269 associate members. The Gold Medallion Awards drew a sellout crowd. Maintenance Mania will take place February 15. A fundraiser for NAAPAC will take place aboard the SS American Victory battleship on March 29.
- c. **BCMHA** has 27 communities, 35 vendors, and 4,745 units. For the first time in four years, new construction is taking place and one of the three new communities is for affordable housing. Maintenance Mania will take place in April.
- d. **CCAA** has 2,811 units and 26 supplier members, and is working on bringing in 14 new communities, which will add 841 units. A membership social in November was very well attended and showed a lot of promise for 2018 participation. CAM classes are planned for March, and CAMT later in the year. The seventh annual charity golf tournament is coming in April.
- e. **ECAA** has 17,872 units, 92 properties, 26 vendors, and two management companies. CAMT classes were just completed, and Toni Blake is coming in May, and a trade show is being planned.
- f. **FCAA** has 75,128 units and 180 supplier members. The board just completed strategic planning with Russ Webb from the Atlanta Apartment Association. Maintenance Mania will take place next week and will include a drawing for a 55-inch smart TV. Upcoming classes and events include active shooter training, and fundraising events are in the works.
- g. **NCFAA** has 181 members and 18,973 units. The holiday party and fourth annual ACE awards in December were sold out with 314 attendees. A community cup team-based challenge raised \$1,000 for Children's Miracle Network.
- h. **SEFAA** has 7,812 members with 74,000 units. Events are being planned to celebrate SEFAA's 30th anniversary year. A landlord-tenant seminar took place in January and an '80s-themed PAC event is planned for February.
- i. **SWFAA** has 104 properties representing 23,843 units managed by 49 management companies, and 70 supplier members. The Novi website launched today. Recent events included the Rock-n-Bowl for APAC fundraiser, the Excellence Awards and Diamond After-Party, and Wesley Aleshire's Fair-Housing Game Show. Upcoming events include Maintenance Mania, a visit from Toni Blake, and the Wild, Wild, SouthWest Trade Show.
- j. **SCAA** ended 2017 with nearly 18,000 units, 91 communities, and 46 suppliers; the 2018 goal is to increase that by at least 10 percent. The inaugural Galaxy Awards in December drew 177 attendees and \$8,000 in sponsorships, resulting in a profit. A maintenance appreciation bowling night is planned with 40 bowlers signed up, as well as some sponsors. Through dues billing and silent auction proceeds, SCAA has raised more than

381 half of its APAC goal. SCAA has its highest ever participation in this year's Legislative
382 Conference.
383

384 **XVII. Open Discussion**

385 Josh reported that the new Editorial Advisory Committee would be meeting directly after the
386 board meeting, and all are invited to attend.
387

388 **XVIII. New Business**

389 There was no new business.
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391 **XIX. Adjournment**

392 Lori adjourned the meeting at 1:50 p.m.
393