

# Chapter Executives Idea Swap Summary –

April 12, 2023

## NAIOP Corporate Update

- Database Upgrade Testing
  - NAIOP Corporate staff will test every membership, educational and financial aspect of our database in preparation for the upcoming upgrade.
  - The process is scheduled to last approximately six weeks.
  - The “go live” target date is mid-June. The NAIOP Corporate website will be down for approximately two days. All chapters will be notified when the exact dates are known.

**NAIOP NC Piedmont Triad/Pat Fogelman:** Do other chapters give complementary programming to members?

- NAIOP Greater Toronto/Nicole Cork: Chapter does not charge members for breakfast/lunch programs. Members pay to attend larger events (golf event, REX Awards, etc.).
- NAIOP Northern Virginia/Benita Stocks: Chapter charges for all events. Some events are “members only” with a reduced fee.
- NAIOP Pittsburgh/Brandon Mendoza: Monthly chapter meetings are free for members.
- NAIOP South Florida/Anjelica Garcia: Chapter doesn’t charge for smaller events but does charge for larger events.
- NAIOP Washington State/Mary Eversole: Chapter charges members for all programming.
- NAIOP Wisconsin: Chapter does not have monthly programming. Members pay for all events/tours etc.

**NAIOP Wisconsin/Katie Hulce:** What is attendance for December Annual Meeting?

- NAIOP Northern Virginia/Benita Stocks: Program is in the second or third week of December and the attendance is very good. Chapter has a “festive” theme.

## Chapter Support Fund Approved Programs

NAIOP Greater Toronto/Nicole Cork: Government Relations Consulting

- Along with their regular GA consulting group, the grant allows the chapter to engaged Altus Group to conduct an analysis on office conversion.
- The total cost for the Altus contract is \$50,000 CAD.

- The first part of the project is a position paper around office needs forecasting in the Greater Toronto area. The summary will be shared with the chapter's members and sponsors.
- The second part of Altus' services is a policy analysis of the office product.
- Chapter will hold two "lunch & learns" focusing on this study and other GA related topics.
- Chapter will engage sponsors to help publicize this research in addition to utilizing local CRE focused media groups.
- The hope is to use the information as leverage for public policy initiatives.

**NAIOP Washington State/Mary Everole:** Retain a Democratic lobbyist to gain access to Democratic legislative decision makers.

- Additional funds came from chapter surplus.
- The new lobbyist helped the chapter to defeat all targeted bills (rent control).
- Long time chapter lobbyist is seen by decision makers as a "business lobbyist" so may not be as effective in communicating the chapter's positions to Democratic leaning legislators. New lobbyist has a track record of advocating on behalf of traditionally Democratic issues and so has the trust of Democratic lawmakers.
- Relationships were made with moderate Democrats.

Attendees moved into breakout rooms (DEI, Events, Government Affairs, Marketing, Membership) to share ideas/issues/concerns.

The next Idea Swap will be on Wednesday, May 10, beginning at 3:00 p.m. ET