

Chapter Executives Idea Swap Summary –

June 21, 2023

NAIOP Corporate Update

- Database Upgrade Testing
 - Final testing is underway. No transactions can be processed until all functions are properly tested. Testing functions include joining, renewing, conference and education registration, information searching and all log-in required operations.
 - Membership response times may be slower than typical.
- Event Planning and Expenses/[Megan Rooney](#), Vice President for Education
 - Labor, F&B and AV costs are increasing across the board.
 - Work closely with all contacts to negotiate. Properties used every year show smaller cost increases and are more willing to negotiate. New-to-us properties have higher costs, and it is more difficult to find cost savings.
 - Keep pushing gently, kindly with contacts and eventually receive a rate within stated limits. Most importantly start negotiations early to give each side time to find savings.
 - Menus have changed with fewer options presented. Ask for adjustments, if possible, perhaps going “off menu” to develop a custom menu. Tell contact/hotel your F&B budget range and ask for suggestions on how to stay within that budget amount.
 - Some markets are more expensive than others.
 - Some venues are charging fees for items that once were free such as exhibit table fees.
 - Room rental costs have also increased with properties more reluctant to negotiate down. Keep good records on dollars spent on F&B or perhaps room blocks to show venue how much money the event will bring to the property. Ask twice or find something else in the contract to reduce.
- NAIOP Development Approvals Index/[Shawn Moura](#), Research Director
 - Research brief “[Examining Development Approvals Across North America](#)” was published.
 - Includes data for 100 jurisdictions across the United States and Canada.
 - A spreadsheet is available for download showing all rankings for transparency, accountability, and consistency in the included jurisdictions.
 - Transparency looks how up-front a jurisdiction is regarding site plan and building permit process.
 - Accountability relates to measures that jurisdictions can take to show that they are attempting to be accountable to the goals and policies they set.
 - Consistency how consistent is a jurisdiction in applying its approval process.

- No jurisdiction ranked as outstanding on any of the pillars.

NAIOP San Francisco/Alison Trejo: How are chapters strategically approaching event costs increases?

NAIO Greater Toronto/Nicole Cork: Chapter raised dues 11% in 2023 and expects to raise dues another 11% in 2024. The chapter hasn't seen a reduction in membership yet and didn't publicize the dues increase. Sponsorship amounts did not increase. Member law firm spaces are used for most smaller events (less than 100 attendees). Some DL events are held in co-working spaces with no room charge.

NAIOP New Jersey/Donna Laterza: Decrease number of sponsor comp tickets to events. Chapter is seeing huge increase in room rental.

NAIOP New Mexico/Rhiannon Samuel: Chapter is unable to raise membership dues because dues are already at the top of the market. Event costs and sponsorship costs were increased instead. Some pushback came from the membership but once the situation was explained, the sponsors and board understood.

NAIOP SoCal/Becky Ezell: At most recent golf tournament, only ½ of available sponsorships were purchased. Chapter board members helped make up the shortfall. Offering added value to sponsors will start including social media posts. Chapter also purchased their own projector to save event costs.

Chapter Support Fund Approved Programs

NAIOP New Mexico/Rhiannon Samuel: One Click Politics

- Software platform that gives a simple way for members to contact their elected officials regarding a topic important to the chapter.
- The administrator pre-sets the email language and the member will then automatically forward that language to their elected official. This language will be transferred to multiple versions of the message so each delivery will be slightly different and more authentic.
- The chapter can then track who is acting.
- Can be used for any level of government (county, city, state, federal).
- Also can create a video request from the member to the government official.

NAIOP New Jersey/Donna Laterza: Improve Chapter's Social Media Presence

- Chapter refreshing all social media platforms to better engage and inform members.
- Efforts will include more information about advocacy activities.
- Will give non-members an overview of everything the chapter does.
- Create original graphic/video materials for sites.

- Working with current PR firm on this project.

Welcome to:

- Cheyenne Hawks, new Executive Director from NAIOP Utah. Cheyenne is succeeding Amy Mayberry.
- Dan Kennedy, new Executive Director from NAIOP New Jersey. Dan is succeeding Mike McGuinness.
- Sarah O'Connor joining us from NAIOP Sacramento Valley filling in for Carina Rubino who is on maternity leave.
- Shelby Donine from NAIOP SoCal.

The next Idea Swap will be on Wednesday, July 26, beginning at 11:00 a.m. ET