

## Chapter Executives Ideas Swap Summary – August 11, 2021

All Idea Swap recordings and summaries are in Chapter Resources for those who are unable to participate in the virtual meeting.

### NAIOP Corporate on Upcoming Conferences:

- I.CON West and CRE.Converge currently remain in-person events without hybrid or virtual options. Corporate continues to monitor local conditions, discuss contingency plans, and focus on providing very strong programming.
- Corporate will be flexible on registration cancellation policy for all meetings in 2021.
- Corporate will provide members with explanation of NAIOP's conference social distancing and safety measures.
- I.CON West: There is a mask mandate in place in California that will apply to the conference and tours. Additional social distancing parameters, such as an increased conference area and allowing outside meal functions, will be in place.
- CRE.Converge 2021: There is no mask mandate currently in Florida, but NAIOP Corporate may implement one for the conference. Masks must be worn on tours.
  - Chapter executives will meet on Wednesday, September 29 from 9:30 am to 3:00 pm. [Registration](#) for the conference is complimentary for chapter executives and staff. At minimum, those who cannot attend in person will be able to dial into the meeting by audio. Staff will consider feasibility of offering segments by Zoom which may be recorded. Chapters are invited to suggest any topics or questions with [Diana Tucker](#).
  - Chapter presidents and presidents-elect are encouraged to attend an exclusive luncheon and workshop at Converge on Monday, September 27 starting at 12:30 pm.
  - Senior Vice President for Government Affairs Aquiles Suarez and Associate Vice President of State and Local Affairs Toby Burke will present to both the chapter executives and chapter presidents/presidents-elect.

### Chapter Event Planning:

- **NAIOP Central Florida** members want to attend in-person events. Chapter follows all guidelines provided by their venues. Largest event so far has been 100 people and all attendees wore masks inside.
- **NAIOP Chicago** discussed vaccination mandates at their recent board meetings. Local businesses are asking non-vaccinated registrants to not attend their events. Some companies have halted all business travel and participation in local in-person meetings.

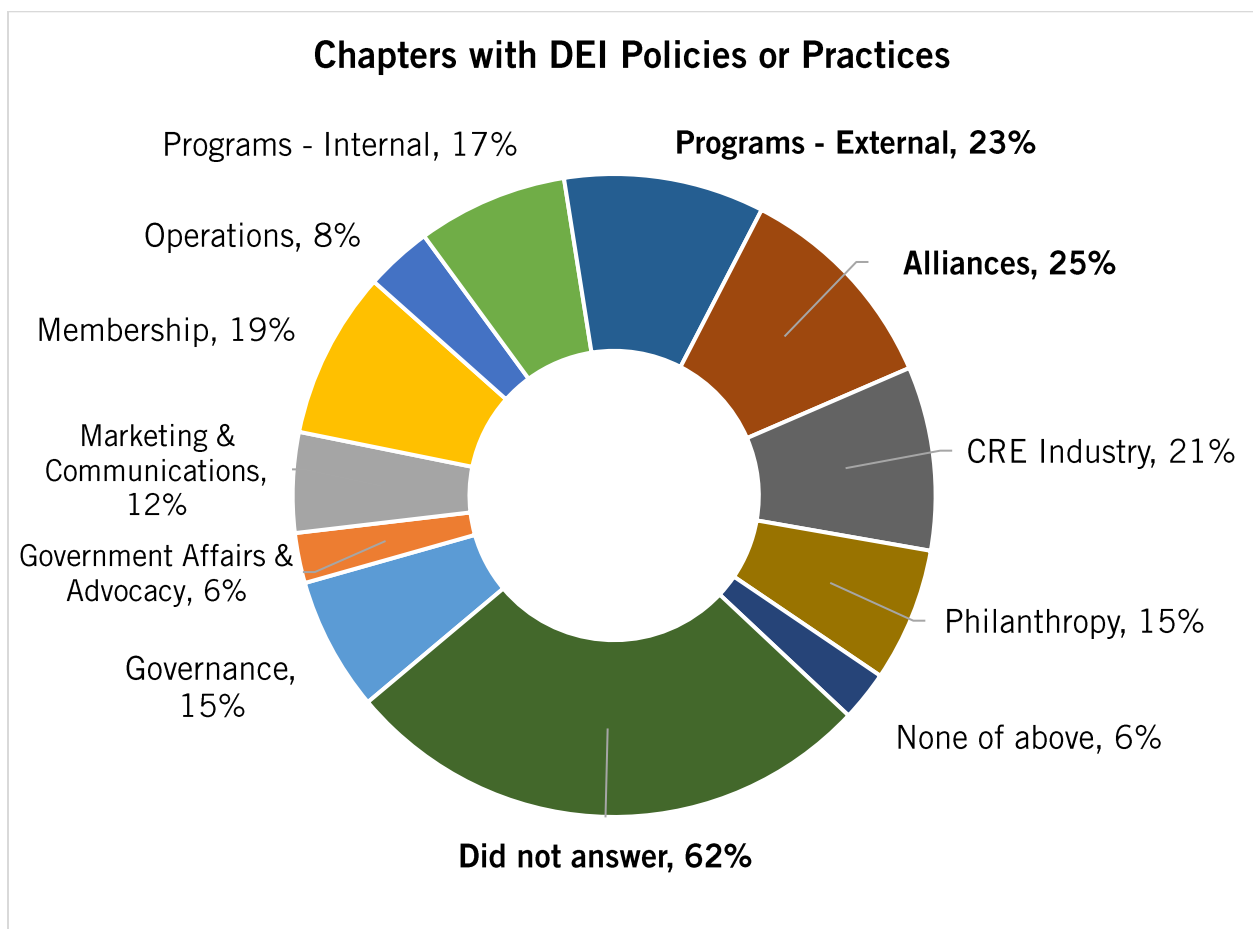
- **NAIOP New Jersey's** largest events will be in September and October. All sponsorships and attendance numbers are on target.
- **NAIOP Pittsburgh** members are eager to meet in-person. Their early August awards program moved to an indoor/outdoor setting. Entire program was streamed to those wanting to remain outside. Sponsorship declined 5% - 7% over last year primarily from medium and large banks. Attendance was in-line with pre-COVID 2020 numbers. Communication to members about safety measures was key to making everyone comfortable. Chapter recommended attendees follow CDC guidelines and any non-vaccinated individuals wear masks indoors or remain outside. More restrictions may be put in place for fall meetings.
- **NAIOP San Francisco Bay Area** requires proof of vaccination or negative COVID test 72 hours before an upcoming overnight Young Professionals Group event. This aligns with what other organizations and companies are doing in their area.

**POLL: What are the top topics your chapter boards are discussing right now?**



### Diversity, Equity & Inclusion (DEI) Activities (per chapter survey results):

- Almost one-quarter chapters have DEI committees and task forces.
- Survey respondents rated their members' understanding of DEI an average 6 out of 10.
- Survey respondents rated the chapter's interest to address DEI at an 8.
- Several chapters reported that they have strategic goals around DEI, have allocated resources in their budgets, have sponsorship programs, and have conducted or are in process of developing DEI programming and training for their leadership and membership.
- Chapters have adopted DEI-related policies or practices, or applied a DEI lens, in many of the following strategic and operational areas.



- Chapters have most commonly engaged in alliances, such as with diversity-based organizations or industry segments, and in external facing programs, such as offering scholarships and internship programs.
- NAIOP Corporate is developing a program to provide and subsidize DEI speakers to chapters.

### **NAIOP Connect Community Platform:**

- This will replace the listserv. Chapter executives and select staff will belong to a Chapter Executive Staff community. Please [contact Beth Gulding](#) with the name(s) of chapter staff and leadership that should have access to the communities for chapter executive staff and for chapters' board of directors.
- Beta testing will begin mid-September. The platform will open to all participants the week of October 11.
- Training and orientation will be included as part of the launch.

### **NAIOP Corporate Updates:**

- Chapters whose members registered for NAIOP's On-Demand courses should have received their second quarter revenue checks. NAIOP's marketing team created [resources for chapter use](#). Contact [Shaine Anderson](#) if there are questions.
- NAIOP membership is booming this summer. This year we saw the best July new member numbers in NAIOP's history and the second highest total new members for the month of June. August new member count is also on track to break historical records. Renewals are at 78% which is 5% higher than budgeted.
- Chapter board reports for the upcoming NAIOP Converge Corporate Board meeting are due to Kelly Lempel ([lempel@naiop.org](mailto:lempel@naiop.org)) no later than Thursday, September 2. The overall topic is how your chapter is managing re-opening and COVID's impact on the chapter and events. A template is available [here](#).

### **Chapter Requests/Inquiries:**

- **NAIOP Cincinnati/Northern Kentucky** will fund a scholarship to the University of Cincinnati's real estate program providing one student \$2,000 for five consecutive years. Chapters with similar scholarship programs are asked if they have formal agreements and if so, please share.

The Idea Swap scheduled for September 8 is cancelled due to meeting during CRE.Converge on September 29. More information on how to access the meeting remotely will be forthcoming.