



YPN Planning Committee Minutes

June 8, 2017 @ 12:30 p.m.

Attending Members: Chair: Eric Sonnhalter Vice Chair: Steve Stratton, John Showalter, Caitlin Jackson, Glenn Stakem, Adrian Sobie, Ashton Hogge, Kara MacDonald, Amberly Dozier, Shawn Barsness, Marcus Fields, Amy Lodes, Omni Casey, Teresa Hagaman, Kevin Matthews, Wade Vander Molen, Barry Taylor, Melody Visser, Nicolette Boxe, Tonya Body, and Barbra Sanders

- 1. Minutes:** Minutes from the May meeting were approved as presented.
- 2. Leadership Call:** The group was informed that the Sponsorship Manager position is still vacant and all interested parties were encouraged to apply.
- 3. Subcommittee Tracking:** Managers were advised that they have the responsibility of keeping a roster of their committee members and for training potential successors.
- 4. Budget Review:** Staff advised all managers that the deadline for submitting their budget projections for 2018 is Monday, June 13, 2017.
- 5. Joining DAAR Committees:** The group was informed that joining a DAAR committee was a voluntary option and is not required as part of the responsibilities of being a YPN Manager. However, the group was instructed to reach out to their DAAR committee counterparts (Committee Chairs) to introduce themselves and forge a collaborative relationship.
- 6. Operation: Bridge the Gap!:** YPN is looking for clarification with regard to whether the group has the full support of the DAAR board of directors, as they feel this vital for the future growth of the organization. The group would like to develop a strategy for building a better rapport with the board and other DAAR committees. The first step will be securing a place on the board's agenda to present at a future meeting. It was mentioned that as long as YPN's activities does not cross the boundaries into other programs, then gaining the support of the board should not be a major hurdle.
- 7. Board Presentation** – Vice Chair of Member Services Melody Visser advised the group that she is in discussions with DAAR Chairman Jackie Lawlor regarding adding YPN to a future board meeting agenda. She will report back on her efforts.
- 8. Membership** – YPN is developing a membership video that will capture the spirit of the group and why members should join. The goal is the have the video completed by the end of July to present to the board, as well as at New Member Orientation and YPN classes and events. The group is looking for input and participation from YPN members.

YPN has also created two emails to be sent to those who express interest in joining YPN, as well as to those who have recently joined in an effort to welcome them into the group. YPN's membership team is also strategizing how to best recruit members during DAAR's New Member Orientation. Among the ideas suggested: 1) create an online application, and 2) ask NMO attendees to take a moment and complete the application. It was suggested that we identify new agent pain points and to not oversell YPN. A. Dozier will post the YPN application on the group's Facebook page, along with steps on how to join the group. It was also suggested that those who join the group's Facebook page be automatically sent the application for membership.

- 9. Events** – Despite the rain, the group considered its recent corn hole tournament a success and would like to hold another in the future. The next event will be held on Oct. 4, from 4 to 5:30 p.m. at Parallel Wine & Bistro. The group was concerned that this event may have been bumped from the calendar, but C. Jackson will double check with DAAR staff. Future marketing of YPN events should distinguish the group's activities from DAAR's events. The group will hold four more meet-ups for the remainder of the year. First Home Mortgage volunteered their office space, and Vesta will look into whether the group can hold a meet-up on their rooftop terrace. C. Jackson to reach out to J. Showalter of Vesta for more details. It was suggested that YPN meet-ups incorporate an education component (appraisals, home inspections, etc.). Suggestions for events included a joint event with NVAR, a chamber mixer, Top Golf happy hour, a Wake Up with YPN Breakfast, and a "Roast the President" event. Perhaps some of the events could include a fund-raiser for a charity or for RPAC. It was also recommended that icebreakers be implemented to foster engagement. Suggestions included taking a selfie and post on FB with a hashtag. Other ideas were tossed around as well.
- 10. Education** – Monitors are still being sought for YPN education sessions. YPN's education team is working to identify eight classes for 2018. It was suggested that a safety class be held at a local gun range. The group was urged to up its game with regard to educational offerings to live up to its slogan, "Bringing Energy & Innovation to the Industry." Those in attendance were given a list of topics and asked to select their preferred subjects around which they would like to see a class developed.
- 11. Community Services** – The group was informed that a list of charities has been posted on YPN's Facebook page as part of a poll to find out which charity will be selected for 2018. M. Fields will reach out to that charity to determine the best ways to assist. Ideas for fund-raisers included a Bingo for Charity event.
- 12. Government Affairs** – The group was encouraged to attend VAR's Meet the Candidates for Governor event on June 21. DAAR Government Affairs Manager Brenda Morton will be invited to a future meeting to discuss RPAC and advocacy. Members were also encouraged to attend the county's Envision Loudoun workshops. The group will also learn more about the YPN Pledge campaign at future meetings.

- 13. Communications** – All of YPN’s events should be promoted on DAAR’s Facebook page and in DAAR communications. The group will also begin posting committee minutes on YPN’s webpage. J. Showalter will work with staff to determine a plan for marketing YPN activities.
- 14. Other** – New members Tonya Body and Nicolette Boxe were in attendance and were welcomed into the group. Managers were advised to consider how busy DAAR is during the Fall months, so they will want to be strategic in planning activities for the remainder of the year. They were also advised that they have a great opportunity to move the association forward and to showcase their talents in technological communication, an area where the association has previously struggled.
- 15. Partners** – Staff advised YPN partners that they will be receiving a reminder regarding their benefits and strategies for getting the most out of their sponsorship.