

## **Committee Name: Homeowner Leader Committee**

### **Committee Purpose / Goal:**

The goal of the Home Owner Leader (HOL) Committee is to increase HOL Membership and Engagement in CAI Orange County Regional Chapter. Identify avenues for growth and execute target marketing to attract new members. Increase member retention by encouraging member involvement and providing education about the benefits of membership.

### **Membership**

Committee membership is open to all CAI member categories, but, if the member is from a non-homeowner leader category, the individual must be a Homeowner Leader in the community that they legally reside in.

The committee attendance is also open to HOLs that are non-members of CAI based on prior board approval. Non-member HOLs can attend a maximum of three meetings. After they have attended three meetings, unless they become a member of CAI, they can no longer attend committee meetings.

The committee shall have a minimum of three (3) members and may establish a maximum number of members in the future.

### **Authority**

The committee has no expressed or implied power or authority. All activities requiring chapter resources (staff, expenses, etc.) shall be submitted and approved by the board prior to execution.

### **Activities, Duties, and Responsibilities**

#### **1. Membership Retention & Engagement**

- a. Identify CAIOC Staff Support for HOL Committee
- b. Schedule After Hours HOL Mixer – Spring & Fall - Hosted
- c. HOL specific material blasted on social media
- d. Increase frequency of requests for HOL testimonials
- e. Formal invitations to 25 HOL's to attend Luncheons-paid for by Chapter
- f. Elevate awareness of Courses & Educational material available at both Local level & National level
- g. Survey HOL's on what they would like out of their Chapter
- h. Spotlight an HOL in every View Magazine edition
- i. Host HOL's at Chapter Events whenever possible

#### **2. New Member Recruitment**

- a. Development of HOL One Page Sell Sheet, review current chapter and national materials

- b. Create Target List of HOA's in Orange County-Mail Sell Sheet/100 month
  - c. Encourage Community Managers solicit their HOA Boards members to attend committee meetings.
  - d. Invite New HOL members to Mixers
  - e. Executive Director/Committee Member – offer to attend prospective HOA Board Meetings
  - f. Develop spreadsheet to track HOL membership growth
3. **Other Support Activities**
- a. Submit bimonthly progress reports to CAIOC Board of Directors
  - b. Stay current on support materials from CAI National

### **Meetings**

The committee will meet at least quarterly and more often as needed. A majority of the committee members shall constitute a quorum. The committee chair will keep a copy of the committee meeting minutes and forward a copy to the chapter Executive Director.

The committee chair may invite any director, officer, staff member, expert or other advisor who isn't a member of the committee to attend, but these individuals have no voting power.

Committee Calendar Includes:

- Meeting monthly on the first Tuesday's at 2pm
- Two HOL After Hour Mixers (Spring & Fall)-Food & Beverage Hosted

### **Chair Role and Responsibilities**

- Develops meeting agendas in coordination with the staff liaison(s)
- Facilitates committee meetings
- Assigns tasks among the committee members, as necessary
- Represents the committee at board meetings

### **Staff Liaison Role and Responsibilities**

- Works with the committee chair to develop agendas and set meeting dates
- Captures and disseminate meeting minutes

### **Evaluation**

The committee will review its charter at least biannually and recommend any proposed changes to the board for review.

Performance of the committee shall be reviewed by the committee chair at the end of the year. Recommendations for changes or improvement should be sent to the the board.

**This charter was written by Chris Calano & Bob Spillar and approved by the board on March 02, 2022.**

**This charter was last updated on February 23, 2022.**

**Board President**

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**Board Secretary**

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