

2024 Committee Charters

Ambassador Committee	2
Diversity, Equity, and Inclusion Committee.....	3
Education Committee	4
Event Strategy Committee.....	6
Government Relations Committee	8
Marketing & Editorial Committee	10
Membership Committee.....	12
Supplier Advisory Council	14
VRHP Content Committee	16

Ambassador Committee Charter

Committee Charge

To engage VRMA members to maximize the value they gain from their membership.

Committee Goals & Responsibilities

- Represent the association in a positive manner
- Play a part in shaping and supporting new members' experience
- Serve as resource for all members of the association
- Complete outreach to new members

Strategic Plan Alignment

- Position members for future success and attract new members.

Committee Composition

The Ambassador Committee is comprised of a chair and additional members as deemed necessary by the chair to complete the work of the committee.

Membership Term

All committee members serve a two-year term and are eligible for reappointment for a second term. Terms run January 1 through December 31 of the same calendar year. The committee chair, per the president's appointment, is eligible to serve a maximum of two, two-year terms.

Expected Commitment

Meetings and conference calls are scheduled on an as-needed basis throughout the year to discuss timely projects and tasks. Committee members are expected to participate in all scheduled conference calls. If, for any reason, a committee member is unable to participate, it is required that they inform the staff liaison in advance. If there is a consistent lack of engagement, separation of the committee from the individual may be considered and decided upon by the chair.

Selection & Appointment

Committee members are selected by the chair. The chair(s) are appointed by the Chair of the Board.

Committee Requirements

Committee members must:

- Express a desire to serve, with a special interest in membership and community engagement
- Be able to carry out the work of the committee
- Support and advance VRMA's mission
- Promote member engagement with VRMA resources
- Be active in the vacation rental industry
- Have the ability to work well with others
- Make the necessary time commitment
- Be a VRMA member in good standing
- Attend and actively participate in calls and in-person meetings
- In addition to the qualifications listed above, when possible, the chair shall have served as vice chair or a member of the membership committee within the last two years

Roles & Authorities

- Engagement: Outreach to new members and first-time event attendees
- Monitors: Member satisfaction

Diversity, Equity and Inclusion Committee Charter

Committee Charge

To develop strategies for and incorporate ideas into VRMA's programs and activities that ensure a diverse and inclusive membership. In addition, to ensure that VRMA embodies all facets of diversity (inclusiveness, mutual respect, multiple perspectives, and equitable opportunities) so that all members thrive in the vacation rental industry.

Committee Goals & Responsibilities

- Increase and maintain diversity within the VRMA membership and programs
- Provide access to diversity, equity, and inclusion resources and trainings for VRMA members to encourage DEI prioritization within our member companies

Strategic Plan Alignment

- VRMA's strategic goals will be achieved with consideration to advancing diversity, equity and inclusiveness.

Membership Term

All committee members may serve a two-year term and are eligible for reappointment for a second term. Terms run January 1 through December 31 of the same calendar year. The committee chair is eligible to serve a maximum of two, two-year terms.

Expected Commitment

Meetings and conference calls are scheduled on an as-needed basis throughout the year to discuss timely projects and tasks. Committee members are expected to participate in scheduled conference calls. If, for any reason, a committee member is unable to participate, it is required that they inform a staff liaison in advance. If there is a consistent lack of engagement, separation of the committee from the individual may be considered and decided upon by the chair.

Selection & Appointment

Committee members are selected by the chair. The chair(s) are appointed by the Chair of the Board. Committee member selections are approved by the chair.

Committee Requirements

Committee members must:

- Express a desire to serve, with a special interest in advancing diversity, equity, and inclusiveness within the VRMA community
- Be able to carry out the work of the committee
- Support and advance VRMA's mission
- Be active in the vacation rental industry
- Have the ability to work well with others
- Make the necessary time commitment
- Be a VRMA member in good standing
- Attend and actively participate in conference calls and in-person meetings
- In addition to the qualifications listed above, when possible, the chair shall have served as vice chair or a member of the membership committee within the last two years

Education Committee Charter

Committee Charge

Set strategic goals and provide oversight for VRMA educational opportunities.

Committee Goals & Responsibilities

- Develop strategies and ideas for educational programs and activities
- Determine the educational needs of the membership
- Assess and monitor the ongoing effectiveness of all educational activities
- Oversee programming for the following conferences/activities:
 - Spring Forum
 - International Conference

Strategic Plan Alignment

- Position members for future success, and attract new members, by designing and building a robust, scalable event experience and educational curriculum.
- Identify current audiences that engage in VRMA events and education. Assess their current and future needs and delivery preferences. Conduct competitive landscape analysis.
- Map existing events and education to the audiences served by the content. Determine potential gaps, criteria, and processes for designing future events and education.
- Define event-specific value proposition, and create event marketing plan.

Committee Composition

The Education Committee is comprised of a chair, vice chair (recommended, but not required), and additional members as deemed necessary by the chair to complete the work of the committee, comprised of equal numbers of vacation rental managers and supplier members. Appointments are made to the individual and not to the company; however, appointments are limited to one representative per company.

Membership Term

All committee members serve a two-year term and are eligible for reappointment for a second term. Terms run January 1 through December 31 of the same calendar year. The committee chair, per the president's appointment, is eligible to serve a maximum of two, two-year terms.

Expected Commitment

Meetings and conference calls are scheduled on an as-needed basis throughout the year to discuss timely projects and tasks. Committee members are expected to participate in all scheduled conference calls. If, for any reason, a committee member is unable to participate, it is required that they inform a staff liaison in advance. If there is a consistent lack of engagement, separation of the committee from the individual may be considered and decided upon by the chair.

Selection & Appointment

Committee members are selected and approved by the chair. The chair(s) are appointed by the Chair of the Board.

Committee Requirements

Committee members must:

- Express a desire to serve, with a special interest in education and curricula development
- Be able to carry out the work of the committee
- Support and advance VRMA's mission
- Be active in the vacation rental industry
- Have the ability to work well with others
- Make the necessary time commitment
- Be a VRMA member in good standing

- Attend and actively participate in conference calls and in-person meetings

Roles & Authorities

- Makes decisions: Educational programming and content
- Makes recommendations (to the board): New educational products and offerings
- Provides input: Educational product development and strategy
- Monitors: Member satisfaction and engagement in program activities

Event Strategy Committee Charter

Committee Charge

Provide strategic direction for VRMA events to align with the organization's objectives.

Committee Goals & Responsibilities

- Determine the needs of membership as it relates to events
- Identify industry trends that should be incorporated into VRMA events
- Identify target audiences for all VRMA events
- Identify potential opportunities to partner with other organizations on events that align with VRMA's mission, with a goal of mutual benefit for both parties.
- Recommend/discuss potential cities/venues/sites as appropriate

Strategic Plan Alignment

- Position members for future success, and attract new members, by designing and building a robust, scalable event experience and educational curriculum.
- Identify current audiences that engage in VRMA events and education. Assess their current and future needs and delivery preferences. Conduct competitive landscape analysis.
- Map existing events and education to the audiences served by the content. Determine potential gaps, criteria, and processes for designing future events and education.
- Define event-specific value proposition, and create event marketing plan.

Committee Composition

The Event Strategy Committee is comprised of a chair and additional members as deemed necessary by the chair to complete the work of the committee, comprised of equal numbers of vacation rental managers and supplier members. Appointments are made to the individual and not to the company; however, appointments are limited to one representative per company.

Membership Term

All committee members serve a one-year term and are eligible for reappointment for a second term. Terms run January 1 through December 31 of the same calendar year. The committee chair is eligible to serve a maximum of two terms.

Expected Commitment

Meetings and conference calls are scheduled on an as-needed basis throughout the year to discuss timely projects and tasks. Committee members are expected to participate in all scheduled conference calls. If, for any reason, a committee member is unable to participate, it is required that they inform a staff liaison in advance. If there is a consistent lack of engagement, separation of the committee from the individual may be considered and decided upon by the chair.

Selection & Appointment

Committee members are selected and approved by the chair. The chair(s) are appointed by the Chair of the Board.

Committee Requirements

Committee members must:

- Express a desire to serve, with a special interest in events
- Be able to carry out the work of the committee
- Support and advance VRMA's mission
- Be active in the vacation rental industry
- Have the ability to work well with others
- Make the necessary time commitment
- Be a VRMA member in good standing
- Attend and actively participate in conference calls and/or in-person meetings

Roles & Authorities

- Makes recommendations (to the board): Event priorities and objectives
- Provides input: Membership and industry needs to consider for events

Government Relations Committee Charter

Committee Charge

Monitors government regulatory matters, develops policy recommendations, and supports initiatives to promote the common interests of vacation rental managers.

Strategic Plan Alignment

- Evaluate existing government relations structure and model to identify gaps and opportunities.
- Create a new government relations model.
- Launch and market new government relations structure and initiatives.

Committee Composition

The Government Affairs Committee is comprised of a chair, vice chair (recommended, but not required), and additional members as deemed necessary by the chair to complete the work of the committee. Membership to the committee is limited to one member per VRMA member company.

Membership Term

All committee members serve a two-year term and are eligible for reappointment for a second term. Terms run January 1 through December 31 of the same calendar year. The committee chair is eligible, per the president's appointment, to serve a maximum of two, two-year terms.

Commitment

The committee meets on an as-needed basis via teleconference and, if deemed necessary, in person at VRMA's conferences. The approximate time commitment is one to three hours per month. Committee members are expected to participate in all meetings. If, for whatever reason, a member is unable to participate, he/she must inform the staff liaison(s) in advance. If a member misses three or more consecutive meetings and there has been a consistent lack of engagement, he/she may be separated from the committee upon request of the chair.

Selection & Appointment

Committee members are selected by the chair. The chair(s) are appointed by the Chair of the Board.

Requirements

Committee members shall:

- Be a VRMA member in good standing
- Express desire to serve with an interest/background in government relations or public policy
- Not be part of the Collaborative Committee or Advocacy Fund Committee
- Have a desire to advance the mission of VRMA
- Be able to carry out the work of the committee
- Be active in the vacation rental management industry
- Have the ability to work well with others
- Make the necessary time commitment
- Attend and actively participate in conference calls
- In addition to the qualifications listed above, when possible, the chair shall have served as member of the Government Relations Committee

Roles & Authority

- Make recommendations (to the board): Legislative policy positions where VRMA needs to submit comment or statements; regarding initiatives, activities, programs, and services that require larger consideration and/or carry expenses that impact VRMA's budget
- Provide input: Contributes input on potential coalitions and potential allies

- Monitor: Industry-related government regulatory activity; activity of other associations that may pertain to VRMA; policy issues that affect the travel and tourism industry and the vacation rental industry

Marketing & Editorial Committee Charter

Committee Charge

Oversee and provide input into VRMA's marketing, communications, and editorial activities to promote its mission, vision, and strategic plan.

Committee Goals & Responsibilities

The committee provides guidance on the implementation of the marketing, communications, and content plan to:

- Maintain the integrity and promote awareness of the VRMA brand
- Ensure alignment with VRMA's strategic plan
- Provide insight into industry trends, audiences, best practices, etc.
- Provide content ideas and suggested contributors for VRMA publications and communications, as needed and requested
- Identify potential opportunities to partner with other organizations and/or venues that align with VRMA's mission, with a goal of mutual benefit for both parties

Strategic Plan Alignment

- Conduct market and membership research.
- Create a market research plan.
- Collect relevant data and information (via data audit).
- Conduct quantitative and qualitative research.
- Analyze research data and report findings.
- Define overall value proposition and create a membership marketing plan.

Committee Composition

The committee is comprised of one chair. One vice chair is recommended, but not required. In addition to the chair (and vice chair), the committee includes additional members as deemed necessary by the chair to complete the work of the committee. Only one representative from the same member company is allowed. Committee members may not substitute with a proxy.

Membership Term

Committee members serve a two-year term, beginning in January and concluding in December of the following calendar year. Committee members are eligible for reappointment, up to two, two-year terms. The committee chair, per the president's appointment, is eligible to serve a maximum of two, two-year terms.

Expected Commitment

The committee meets on an as-needed basis via teleconference and, if deemed necessary, in person at VRMA's conferences. The approximate time commitment is one to three hours per month. Committee members are expected to participate in all meetings. If, for whatever reason, a member is unable to participate, he/she must inform the staff liaison(s) in advance. If a member misses three or more consecutive meetings and there has been a consistent lack of engagement, he/she may be separated from the committee upon request of the chair.

Selection & Appointment

Committee members are selected by the chair. The chair(s) are appointed by the Chair of the Board.

Committee Requirements

Committee members shall:

- Express a desire to serve, with an interest and/or background in marketing, communications, branding, advertising, publishing, and/or media relations
- Express a desire to advance VRMA's mission, vision, and strategic plan
- Be a current VRMA member in good standing

- Be able to perform the work of the committee, make the necessary time commitment, and actively participate in meetings
- Be able to work well with and is respectful of others

Roles & Authorities

- Make decisions: Reviews or approves marketing and communications plans/activities
- Make recommendations (to the board): Regarding initiatives, activities, programs, and services that require larger consideration and/or carry expenses that impact VRMA's budget
- Provide input: For content sources related to VRMA publications and communications, as necessary
- Monitor: Industry trends, audiences, best practices, etc. that impact or affect the VRMA brand and related marketing and communications activities

Membership Committee Charter

Committee Charge

Develop new and innovative ways to attract new members, as well as retain and engage current members.

Committee Goals & Responsibilities

- Develop strategies and ideas for programs and activities that ensure a diverse membership
- Play a part in shaping and supporting the new member experience
- Boost membership through support of membership campaigns, assessment of membership needs, and membership surveying
- Serve as a spokesperson in support of VRMA membership
- Organize and host the first-timers'/new member event at VRMA conferences

Strategic Plan Alignment

- Conduct market and membership research.
- Create a market research plan.
- Collect relevant data and information (via data audit).
- Conduct quantitative and qualitative research.
- Analyze research data and report findings.
- Define overall value proposition and create a membership marketing plan.

Committee Composition

The Membership Committee is comprised of a chair, vice chair (recommended, but not required), and additional members as deemed necessary by the chair to complete the work of the committee.

Membership Term

All committee members serve a two-year term and are eligible for reappointment for a second term. Terms run January 1 through December 31 of the same calendar year. The committee chair is eligible to serve a maximum of two, two-year terms.

Expected Commitment

Meetings and conference calls are scheduled on an as-needed basis throughout the year to discuss timely projects and tasks. Committee members are expected to participate in all scheduled conference calls. If, for any reason, a committee member is unable to participate, it is required that they inform a staff liaison in advance. If there is a consistent lack of engagement, separation of the committee from the individual may be considered and decided upon by the chair.

Selection & Appointment

Committee members are selected by the chair. The chair(s) are appointed by the Chair of the Board. Committee member selections are approved by the chair.

Committee Requirements

Committee members must:

- Express a desire to serve, with a special interest in membership and community engagement
- Be able to carry out the work of the committee
- Support and advance VRMA's mission
- Be active in the vacation rental industry
- Have the ability to work well with others
- Make the necessary time commitment
- Be a VRMA member in good standing
- Attend and actively participate in conference calls and in-person meetings

- In addition to the qualifications listed above, when possible, the chair shall have served as vice chair or a member of the membership committee within the last two years

Roles & Authorities

- Engagement: First-timers'/new member event
- Makes recommendations (to the board): Membership recruitment and retention campaigns; member benefits and member recognition
- Provides input: Membership types; membership policies
- Monitors: Member satisfaction; member renewals

Supplier Advisory Council Charter

Council Charge

The VRMA Supplier Advisory Council is an opportunity for VRMA suppliers to interact directly with VRMA board members and staff on a regular basis to share their ideas and feedback on VRMA programs and supplier opportunities. The council not only gives the supplier community a more structured voice and connection to leadership, but also gives VRMA leadership the opportunity to use this group as a sounding board for new programs and ideas.

Council Goals & Responsibilities

- Provide input regarding the structure of sponsorships (events, online, email campaigns, etc.)
- Submit topics to the Education Committee, and be able to suggest impartial programming for VRMA events and webinars
- Recommend ways to grow membership both through supplier outreach to customers and working with VRMA staff to expand existing efforts to reach new vacation rental managers
- Contribute to the VRMA content channels, as needed and requested

Strategic Plan Alignment

Position members for future success, and attract new members, by designing and building a robust, scalable event experience and educational curriculum.

Council Composition

The Supplier Advisory Council is chaired by current supplier members on the VRMA board. Additional members will consist of non-board member suppliers from the VRMA member community. The exact number is to be determined by the chairs and approved by the Chair of the Board.

Membership Term

All committee members serve a two-year term and are eligible for reappointment for a second term. Terms run January 1 through December 31 of the same calendar year. The committee chair, per the president's appointment, is eligible to serve a maximum of two, two-year terms.

Expected Commitment

The Supplier Advisory Council expects to meet quarterly, with at least one in-person meeting at the VRMA International Conference, if the schedule allows. Other meetings will be held via teleconference. Council members are expected to participate in all scheduled conference calls. If, for any reason, a council member is unable to participate, it is required that they inform the chairs or staff liaison in advance of the call. If there is a consistent lack of engagement, removal of the individual from the council may be considered and decided upon by the chairs.

Selection & Appointment

Council members are selected by the chair(s). The chair(s) are selected by the Chair of the Board.

Committee Requirements

Committee members must:

- Express a desire to serve
- Be able to carry out the work of the council
- Desire to advance the mission of VRMA
- Be active in the vacation rental industry
- Have the ability to work well with others
- Make the necessary time commitment
- Be a VRMA member in good standing
- Attend and actively participate in conference calls and in-person meetings

Roles & Authorities

- Makes recommendations: Supplier value proposition; sponsorship
- Provides input: Member benefits; educational offerings
- Monitors: General supplier member/exhibitor satisfaction

VRHP Content Committee Charter

Committee Charge

Provide educational content to VRHP members on topics related to back-of-the-house operations, including housekeeping, maintenance, laundry, and inspections, with strategic oversight from the VRHP Council.

Committee Goals & Responsibilities

- Develop ideas and content for educational programs and activities related to back-of-the-house operations topics; “content” may take various forms, including articles or blog posts, videos, live presentations (online or in-person), infographics, slide presentations, etc.
- Assess and monitor the ongoing effectiveness of VRHP educational activities and publications
- Content and programming will generally be developed for the following conferences/activities:
 - Monthly webinars
 - Monthly publications
 - VRMA events

Strategic Plan Alignment:

- Evaluate existing VRHP professional certification programs.

Committee Composition

The VRHP Content Committee is comprised of a chair, vice chair (recommended, but not required), and additional members as deemed necessary by the chair to complete the work of the committee, with working knowledge of back-of-the-house operations roles and responsibilities, including (but not limited to), housekeeping, inspections, maintenance, and laundry. Appointments are made to the individual, and not to the company; however, appointments are limited to one representative per company.

Membership Term

All committee members serve a two-year term and are eligible for reappointment for a second term. Terms run January 1 through December 31 of the same calendar year. The committee chair(s) are appointed by the Chair of the Board.

Expected Commitment

Meetings and conference calls are scheduled monthly throughout the year to discuss timely projects and tasks. Committee members are expected to participate in all scheduled conference calls. If, for any reason, a committee member is unable to participate, it is required that they inform a staff liaison in advance. If there is a consistent lack of engagement, separation of the committee from the individual may be considered and decided upon by the chair. The level or volume of content contributions from individual committee members will fluctuate throughout the year, based on monthly topics, subject matter expertise, scheduled events, etc.

Selection & Appointment

Committee members are selected and approved by the committee chair. The chair(s) are appointed by the Chair of the Board.

Committee Requirements

Committee members must:

- Express a desire to serve, with a special interest in education and operations
- Support and advance the missions of both VRHP and VRMA
- Be active in the vacation rental industry
- Make the necessary time commitment and carry out the work of the committee
- Be a VRMA and VRHP member in good standing
- Attend and actively participate in conference calls and in-person meetings

Roles & Authorities

- Makes decisions: Educational and editorial programming and content related to back-of-the-house operations
- Makes recommendations (to the VRHP Council): New educational products and offerings
- Monitors: Member satisfaction and engagement in program activities