



2020 BOMA Association Executive Virtual Meeting

BAE I

Tuesday, July 21, 2020

1:00pm – 4:00pm

Location: Zoom Meeting

AGENDA

The BOMA Association Executives (BAE) Council provides a forum for the free exchange of experience and opinions among members through discussion, study and publications. Council members work together to promote the arts and science of association management and to educate the members, local affiliated associations, BOMA International, BOMI and other organizations on the unique characteristics of being a local BAE. Through its meetings and conferences for the mutual improvement and education of members, the council develops and encourages the practice of high standards of personal and professional conduct among individuals serving as a BAE. The BAE Council acts as a spokesman for its members and as an advocate for the BAEs.

Chair: Michelle Lynn, BOMA/Fort Worth

Vice Chair: Gabriel Eckert, CAE, BOMA/Georgia

Secretary-Treasurer: Adrienne Maley, BOMA/Boston

Finance Committee Liaison: Teresa Foster, CAE, BOMA/Greater Dallas

Executive Committee Liaison: Melanie Schrul, BOMA/Ft. Lauderdale & the Palm Beaches; BOMA/Greater Tampa Bay

Staff Liaisons: Deidre A. Schexnayder, RPA, CPM® and Anita L. Smith

Immediate Past Chair: Stephen Shepard, CAE BOMA/Denver Metro

Time	Agenda Item	Action/Info/ Discussion	
1:00pm	Welcome Remarks Henry Chamberlain, APR, FASAE, CAE Shelby Christensen, Chair	Lynn	A
1:05pm	Introduction of Speaker	Eckert	A
	Virus to Value – Strategic Approaches You have positioned BOMA to be the indispensable partner to members. How will you communicate value to members asking, “What have you done for me lately?” Be strategic by value and relying on an integrated strategic plan. <i>Robert (Bob) C. Harris, CAE, The Non-Profit Center</i>	Harris	I/D
2:15 pm	Break		
2:25am	Association of the Future – Structure, Strategy, Sustainability – What Will it Look Like Never in history have we experienced so many driving forces changing the way we do business at such a fast pace. The way we work and how we serve our constituents will change dramatically. Learn how to succeed, stay relevant, and remain responsive to your members while understanding how these shifts affect the way associations and their members think about membership. <i>Robert (Bob) C. Harris, CAE, The Non-Profit Center</i>	Harris	I/D
3:55pm	Closing Announcements/Adjournment	Lynn	A



2020 BOMA Association Executive Virtual Meeting

BAE II

Wednesday, July 22, 2020

1:00pm – 4:00pm

Location: Zoom Meeting

AGENDA

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Time	Agenda Item	Action/Info Discussion	
1:00pm	Welcome Remarks & Announcements	Lynn	A
1:05pm	BAE Council Business <ul style="list-style-type: none">• Consent Agenda• BOMA International Executive Committee Report – Melanie Schrul, BOMA/Ft. Lauderdale & the Palm Beaches; BOMA/Greater Tampa Bay• BOMA International Finance Committee Report – Adrienne Maley• Nominating Committee Report & Council Officer Report (Voting) – Stephen Shepard, CAE, BOMA/Denver Metro		
1:20pm	Member Engagement in a Virtual World	Maley	D
2:00 pm	Breakout Sessions (Two 30-minute recurring sessions) <ol style="list-style-type: none">1. Tips & Tools to Educate Board Members during the Pandemic2. Monetizing the Virtual Environment (Non-Dues Revenue) * We hope that you will bring some ideas to the conversation. If you have documents to share that is even better.	All	A
3:00pm	Announcements/Break		
3:20pm	Open Discussion: What Keeps You Up at Night?	Lynn	D
3:55 pm	Closing Announcements/Adjournment	Lynn	I
4:15 pm	Virtual Happy Hour		