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**LAI Membership GAP Committee Report**

**January 22, 2016**

**2:00PM Pacific Time - Teleconference**

**Purpose of the Membership GAP Committee:** The purpose of the Membership GAP Committee is to provide a study and make recommendations addressing the gap in membership categories between LAISA student members and LAI full members. Study and recommend approaches to address the LAI Strategic Plan recommendation to attract younger members to LAI and to build awareness of LAI so qualified professionals are nominated for membership to the Society.

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| Committee Members | | | |
| Chapter | **Name** | **Position** | **P/A** |
| Orange County | Steven R. Gragg | LAI President, Committee Chair | P |
| Sacramento | Tim Youmans | LAI Past President | A |
| Phoenix | Sheila Harris | Past Chapter President, LAI Treasurer | P |
| Golden Gate | Jim Musbach | LAI Western Region VP | A |
| George Washington | Erwin Andres | President | A |
| Ely – Chicago | Todd Cabanban | Immediate Past President | P |
| Los Angeles | Millard Lee | President | P |
| Philadelphia | Anthony Forte | President | A |
| Phoenix | Cindy Hammond | President | P |
| Golden Gate | Paul Woolford | President | A |
| Memphis | Dr. Mark Sunderman | Member | P |
| Orange County | Ma’Ayn Johnson | Member | P |
| Ely - Chicago | Celeste Hammond | Member | P |
| Phoenix | Ian Turner | PathFinders | P |
| Phoenix | Jonathan Bennett | PathFinders | A |
|  | Sheila Hamilton | LAI Executive Director | P |

Steven Gragg welcomed everyone to the meeting at 2:05pm PST.

M. Johnson discussed experiences throughout her career with other organizations. Became a member of the Orange County chapter in 2014. Land use planning and economics experience. Planning commissioner in City of Fullerton. In her prior role as the UCLA Anderson Forecast project manager she became aware of LAI from her supervisors. She was not aware of the group prior to that introduction. Started attending meetings and was then invited to join. She has been involved in ULI’s young leaders group, requirement is 35 years of age or younger. She asked her ULI young leaders group if they were aware of LAI, and 50% had not heard of LAI.

S. Gragg noted M. is a good test case example on how someone becomes a member of LAI. It’s almost by chance. The lack of knowledge and understanding of LAI is obvious.

Phoenix PathFinders programming and plan update.

I. Turner provided an update on the Phoenix Chapter PathFinders (PF) program. He originally became involved in LAI through the LAI Student Association. Once he graduated he was still interested in participating in LAI and there was no place for him to land in LAI until he had more experience. He provided an overview of the past programming of events.

S. Gragg asked if he was trying to fill a void of the membership GAP.

I. Turner was in business development and wanted to get a group going, and LAI Phoenix had an organization that would support the ideas. There’s a steering committee for PathFinders that decide programming and approve memberships. Their typical attendance is 40% PathFinders, 30% LAI members, and 30% prospective members. The goal is to have exclusive events that other groups can’t get access to speakers and/or tours of projects. One of the big differences between LAI and other organizations is the exclusivity of the members and the programs that are presented. The difference between PathFinders and LAI members is that the PathFinders want to use the programs and events for business development vs. just education.

M. Johnson wanted to echo the thought of the need for information vs. the need to network. LAI offers that more intimate discussion than other organizations.

M. Johnson asked how big are the other organizations in our area and how is the competition?

C. Hammond commented that other organizations are competition for LAI. ULI and NAIOP are quite large in Phoenix, upwards of 400 YLG members for ULI.

C. Hammond one of the unintended result of the PF success is that a few of the PF are qualified for LAI membership. She stated that the LAI Phoenix chapter is working through the purpose and how to deal with cross over members and the financial reporting. The committee meets monthly and is working on these issues.

I. Turner noted the programs are open to LAI members and many do attend. The PathFinders are also welcome to attend LAI member meetings at the same rate as members.

S. Gragg wants the group to think about where we go next.

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How do we study this further and bring recommendations to the LAI Strategic Planning Committee?

S. Gragg asked for comments from others:  
  
MEMPHIS

M. Sunderman likes the PathFinders approach, one of the problems he sees is that students who receive scholarships and then graduate have no place to land within LAI.M. Sunderman reported it is clear at their meetings to bring guests and get nominations to the membership committee.

S. Gragg attended the installation of the Memphis chapter and they installed some very impressive new members.

M. Sunderman complimented his leadership who works very hard to bring in top notch speakers. It has opened up for their membership a wonderful opportunity to attract new members.

S. Gragg reminded everyone about the LEW in Memphis April 21-23, 2016.

GOLDEN GATE

S. Gragg mentioned the Golden Gate chapter is very prestigious in the bay area and membership in LAI is hard to get. They have a waiting list for new members. They are not interested in participating in a PathFinders type program.

ELY

T. Cabanban the Ely Chapter doesn’t have a concern about continuing to grow their membership. How often are other chapters changing their leadership? In Ely Chapter the terms are annual. They are continually cycling through new leadership and helps them get new and younger members.

S. Gragg noted that is not happening, many chapters are two year terms. Smaller chapters have difficulty getting new leadership.

T. Cabanban is not suggesting you serve on the board only 1 year, but you stay on the board in different positions. They are continually trying to bring new blood and new ideas through changing positions.

S. Gragg commented that LAI membership in Chicago is coveted.

T. Cabanban noted that Jordan Peters is instrumental in the student organization. Noting that of all the students they have had, only 1 or 2 have gone on to become LAI members.

T. Cabanban believes new members are brought in from the senior executives in their companies inviting them to the events, and eventually nominating them for membership. They are very strict about the 10 year rule. The Ely chapter membership is roughly 300 members, installed 30 new members per year on average.

S. Gragg commented every LAI chapter is unique in its character, what works in one place may not work in another and may not even be desired. We don’t want the chapters to lose that control or uniqueness. Would like to come up with recommendations on LAI sustainability. When S. Gragg nominated M. Johnson she barely met the 10 year requirement but had a successful career and status in the development community.

S. Gragg noted that perhaps the 10 year rule shouldn’t be hard and fast.

T. Cabanban commented that he doesn’t see the Ely chapter waiving the 10 year rule.

M. Lee thinks the idea is interesting, and some chapter members may feel like their chapter would be diluted.

S. Gragg stated the Phoenix Chapter has been looking for a place for the student members who are accomplished to continue to be involved in LAI.

M. Johnson, for those under 35 the cost may be a factor.

C. Hammond there has been an issue for PathFinders fee of $75, upgrading to LAI membership to $400/year.

M. Sunderman stated the real issue is that the programming needs to be value added. The costs outweigh the benefits.

M. Lee the cost is very modest compared to other organizations.

S. Gragg asks where we go from here. Is there more work? More studies? Further conversations? Recommendations?

M. Lee likes the idea of the 10 year rule being a guideline, so that chapters that want to be flexible may do so.

S. Gragg noted the bylaws have student members and full members.

T. Cabanban agrees but it is either 10 years or significant circumstances as to why bending the rule.

M. Lee asked how much brain damage is there to create a new classification of membership.

C. Hammond agrees.

S. Gragg noted a revision to the LAI bylaws that contemplates a third membership category. Or revision to the 10 years qualification.

M. Johnson suggested a requirement to meet with a member mentor, if they go to a LAI meeting they would need to be sponsored and hosted by that member.

T. Cabanban thinks that is what Ely is doing now, through their guest program allowing guests to attend their events. The members are bringing guests and when they are qualified for membership the members know them.

S. Gragg perhaps we survey the chapters to find out who allows the public vs. members with guests.

Next Steps:

Continuing recommendations.

Next meeting

Sheila Hamilton and Steve Gragg will have a smaller interim meeting and create potential recommendations to bring back to the next committee meeting.

M. Johnson a table of the chapter dues costs on the website.

T. Cabanban is interested in continuing on the committee and would like to know more information from other chapters.

Membership size

Guest policies

Meeting prices

History of the issue

S. Gragg is a global membership issues? How do we make the best and the brightest aware of us before they have the 10 years of experience. How do we make them aware of LAI?

T. Cabanban will assist with the recommendation.

C. Hammond will continue to update the committee on the status Phoenix PathFinders.

Next committee meeting to be scheduled in 30-45 days to review recommendations.

Adjourned at 3:25pm pacific.