



MAKE THE MOST OF YOUR ANNUAL BOARD MEETING

8 Ways to Increase Attendance

&

Encourage Participation



Is your annual board meeting more like an annual **BORED** meeting?

Annual meetings are a very important (and required) event for all HOAs. It's the time to elect new board members, review the budget and discuss the general state of the community, but often times, despite the value of the event, getting community members to show up to the meeting can be challenging.

In this ebook, you'll learn that achieving quorum doesn't have to be boring. A well-attended and productive annual meeting gives homeowners peace of mind that the board is acting in their best interest and reduces the overall concerns owners have. Read on to discover eight creative ways to build anticipation, increase attendance and encourage participation at your next annual board meeting.



1.

SET AN AGENDA.

It's always a good idea to let homeowners know what to expect at the annual meeting. If the beginning of the meeting is dedicated to board member activities, communicate that in the agenda to keep the natives from getting restless.

The agenda keeps everyone aware, organized and on track. Plus, if homeowners can't attend or arrive late, they can still get the information they need.

TIP: MAKE THE AGENDA INTERESTING AND DETAILED. IF PEOPLE SEE TOPICS THAT INTEREST THEM THEY WILL BE MORE LIKELY TO COME.



2.

LET PEOPLE KNOW.

Homeowners can't attend the annual meeting if they don't know about it! Make sure to widely publicize the event beforehand (as specified in your community's governing documents) so people can make time in their schedules.

Announce the meeting through multiple communication channels - post invitations with an overview of the agenda on bulletin boards, social media channels, newsletters and on TownSq.

TIP: DON'T BE AFRAID TO SEND REMINDERS AS THE DATE APPROACHES.

3.

GET VISUAL.

Don't just tell people what your community accomplished, show them. Make a video highlighting all the projects completed throughout the year. Include before and after photos or footage, fun music and even interviews from key participants.

The video doesn't have to be an award-winning movie trailer. The key here is to switch up the usual format to grab attendees' attention and get them excited about the improvements that have been made.

TIP: MAKE SURE TO MENTION THE COST SAVINGS YOUR COMMUNITY ACHIEVED OVER THE LAST YEAR.



4.

DON'T PEOPLE LEAVE EMPTY-HANDED.

Create booklets or programs to distribute that showcase your preventative maintenance strategy, top accomplishments for the outgoing year and goals for the year ahead.

Print the booklets or place one on each seat before the meeting. Make the booklet something that homeowners will want to keep by including contact information for safety lines, board members and your community management team.

TIP: KEEP EXTRA BOOKLETS ON THE TABLES FOR LATECOMERS.

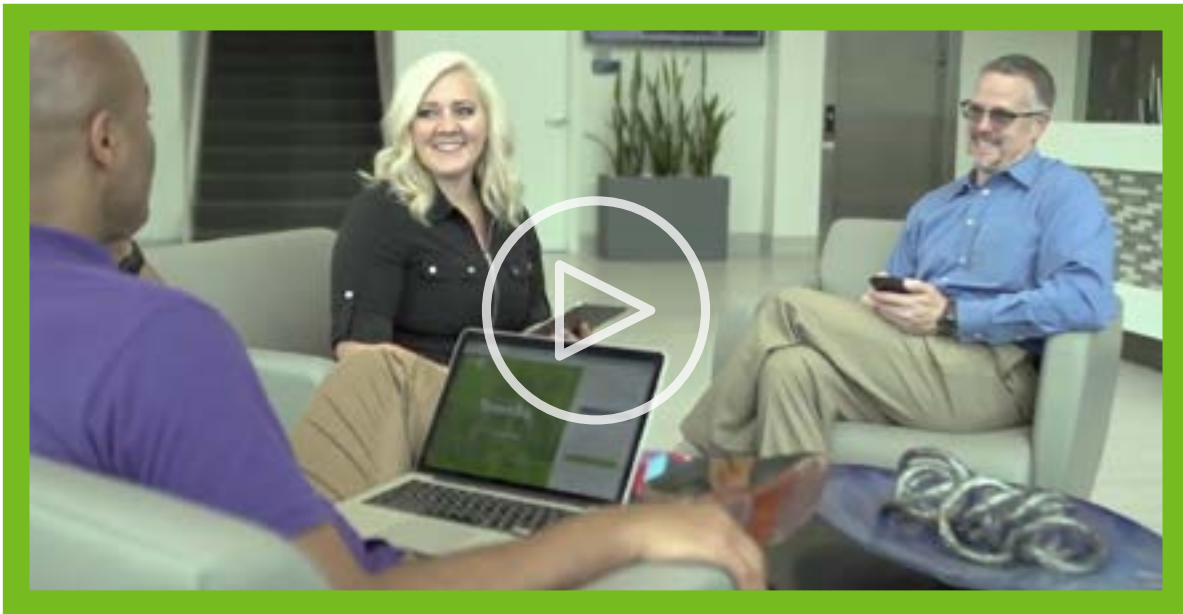
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GET THE SCOOP AND STAY IN THE LOOP WITH **TOWNSQ.**

From annual meetings to board trainings and community events, it's easy to feel overwhelmed and out of touch with everything happening in the community. With TownSq, the all-in-one app for managed communities, everyone in your community can stay up-to-date in real time, allowing you and your homeowners to get involved, stay engaged, and remain invested in the community.

- Post community updates and announcements
- Receive status updates on requests
- Schedule push notifications for upcoming projects and completed assignments
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5.

CAUSE A SCENE.

Give meaning to your meeting and get homeowners involved to enhance their health and social awareness by incorporating a cause that's important to them. Are your homeowners interested in art, healthy eating or local charities? Display art from local painters, get a local chef to host a healthy eating and meal prep demo, or even host a blood drive. Remember: involved homeowners are happier homeowners!

TIP: OFFER INCENTIVES (LIKE DOOR PRIZES OR RAFFLE ITEMS FROM LOCAL BUSINESSES TO ATTENDEES).

6.

HOST A TRADESHOW.

Feature the people who serve your community at your annual meeting with a tradeshow or vendor fair. Encourage vendors like landscapers and groundskeepers to set up a booth with information and promotional materials.

Hosting a tradeshow will help homeowners put a face to a name and allow them to meet the people who work so hard to keep their community looking great and running smoothly.

TIP: FEATURE YOUR COMMUNITY'S COMMITTEES, TOO!



7.

SERVE SNACKS.

It's no secret that food is a wonderful way to bring people together. Elevate your meeting and make homeowners feel welcome by offering light bites and refreshments.

Serving food will also help energize attendees and encourage alertness and participation. If especially important topics are being discussed, go beyond a basic cheese plate and cookies and entice your homeowners with a taco-themed meeting or a visit from a food truck.

TIP: REACH OUT COMMUNITY VENDORS TO SEE IF THEY'LL SPONSOR THE MEETING BY CATERING A LOCAL FAVORITE.



8.

MAKE IT A LAUNCH.

Are you completing any major community projects, like adding a room to the clubhouse or partnering with a local country club? Plan to make the big announcement or host a reveal during the annual meeting.

Scheduling your annual meeting in conjunction with an important launch will create buzz and excitement around the community.

TIP: IF YOU'RE COMPLETING A COMMUNITY PROJECT, HOST A RIBBON-CUTTING EVENT.

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For nearly 40 years, Associa has been the partner of choice for some of the most complex, innovative and amenity-rich properties in the world. Our best-in-class technology, products and services are designed to add value to your community. And, you'll find that nobody has the expertise that we do when it comes to helping you achieve your community's goals. Because of our commitment to community, we've become an industry leader positioned to provide actionable insights that deliver results for our client communities.

What really differentiates us, though, is our people.

With nearly 200 employees holding their PCAM® – the highest professional recognition available to community association managers – you can trust that your Associa team has the knowledge and resources to help your community plan, manage, maintain and grow. From our community managers and service partners to our financial professionals, executives and many more, we are committed to helping you achieve your community's vision.

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