



PAHMA Annual Report for 2020

2020 was the 34th year that the Professional Affordable Housing Management Association (PAHMA) continued as a non-profit industry trade group for affordable housing owners and managers. PAHMA's mission statement is:

- To educate owners and management agents involved in affordable housing;
- To facilitate the exchange of information between the affordable housing industry and appropriate regulatory agencies;
- To promote continued viability and excellence in affordable housing.

As with many organizations, we experienced challenges and difficulties as we navigated uncharted waters during a year like no other. The circumstances of 2020 forced PAHMA to review and revise its way of providing service to its membership. COVID-19 ultimately forced the cancellation of all in-person trainings that were scheduled. A committee was formed to explore new ways of providing virtual trainings. Members were offered refunds of prepaid registration fees which many companies accepted.

In spite of overwhelming odds and daily obstacles, PAHMA recognized a year of positive optimism in several achievements.

- **GRAND PRIZE ART CONTEST WINNER** – The theme for the 2021 calendar was “My Voice Will Be Heard: Speaking the Language of Love”. Jamaica Johnson, a 12th grader from McCormack Baron Management’s Crawford Square Apartments, was selected as the NAHMA grand prize artist. Jamaica received the prestigious cover placement of her artwork on the 2021 NAHMA calendar, as well as an award of \$2500.00. We want to thank all of our members who placed calendar orders. Proceeds from those sales benefit the NAHMA Educational Scholarship Program.
- **SCHOLARSHIP WINNER** – The NAHMA Educational Foundation awarded Jamaica Johnson a \$2500.00 scholarship. Ms. Johnson is the first double winner of such high regard in our industry.
- **NAHMA Communities of Quality (COQ)**- William S. Moorhead Towers submitted and received recognition as a National Community of Quality. They then went on to enter the annual COQ Awards Competition and won the award for ‘Outstanding Turnaround of a Troubled Property’.

- National Affordable Housing Professional® Executive Certification (NAHP®-e): PAHMA received 2 NAHP®-e applications. Both were accepted by NAHMA. Eric Fulmer and Shelley Winter of Beacon Communities received their certification.

Through our relationship with RockyAHMA, we were able to provide 14 webinar training opportunities of classically desired topics. 29 members attended a variety of the webinars, taking advantage of these opportunities. PAHMA will continue this partnership in 2021. We also entertained a joint venture with PennDelAHMA; we will continue consideration of this venture in the future.

The hardship created by cancelled classes was a major factor in the decision of the Commonwealth of Pennsylvania to grant an extension for real estate license renewals from May 31, 2020 to August 31, 2020. We will continue to partner with a Pennsylvania accredited real estate school for future ventures.

PAHMA Board of Directors saw a change in Executive Leadership in 2020. The incumbent Vice President, Tricia Braniff, stepped aside. Alcherrie Williams, one of the new Directors, came forward to fill the position. PHFA Liaison, Ali Tomich, announced her upcoming retirement. Her outstanding effectiveness as liaison helped PAHMA to be successful throughout her years of service. Dawn Bartha, Senior Housing Services Representative at PHFA, will be her successor. Lastly, long time accounting consultant and friend, Ron Miller, also submitted his notice of resignation from the Board. His expertise made him instrumental in leading PAHMA in rewriting the By Laws. His command of trends and his proficiency in many areas helped to guide various business conversations and decisions. We look forward to continuing this relationship in 2021 although in a more limited capacity. Ron's company, AHA Ltd, will continue as PAHMA's accountants in preparation of our annual tax returns. Additionally, he will continue to be active in training scenarios.

We were down to 88 members by end of 2020. PAHMA understands that often members who have allowed their membership to expire will renew to get the reduced rate for trainings. We expect to see membership come back once the initial impact of COVID is behind us. Vendor membership remains unchanged with 2 Vendor members. Within our membership companies, 46 housing communities are nationally recognized by NAHMA as Communities of Quality. We are proud of the affordable housing properties managed and operated by our PAHMA members who strive for quality.

Dues for 2020 were set at \$250 and continued on a rolling registration providing a full 12 months of benefits for our members. A membership application is sent annually to each member company for renewal of their membership for the following year. After lengthy consideration, it was decided that an adjustment in the annual dues was necessary for PAHMA membership in 2021; dues were set for \$275.

The PAHMA Board of Directors held its first hybrid Strategic Planning Meeting. Board members had the option of attending either virtually or in-person. The wide range impact of Covid-19 on affordable housing was discussed. Toni Blake attended virtually to offer suggestions and support.

PAHMA renewed its membership with the Pennsylvania Association of Non-Profit Organizations (PANO) for 2020. PANO is a statewide membership organization that advances non-profit resources to increase their standards of excellence. As a member, the PAHMA Board of Directors has utilized resources and attended webinar trainings at little or no cost.

2020 celebrated a decade since implementation of the Job Posting Page on our website at www.PAHMA.org. Owners and management agents who are members of PAHMA can place job announcements on the website free of charge. Affordable housing staff can use our website to seek job or career opportunities that may be available. We see this service as a value to both our members and their employees working at affordable housing properties.

RTC Admin continues to be our administrative support for the seventh year. Paula Bresnei, known to many as PAHMA Paula, heads RTC Admin. There has been discussion about her firm retiring from working with PAHMA 2021. The shoes are large and will be hard to fill.

The Board of Directors of PAHMA continues to be a hard-working volunteer board committed to the objectives of the mission statement and will work to achieve these objectives again in the coming year. For more information about PAHMA, including 2021 planned activities, please visit our website at www.PAHMA.org.