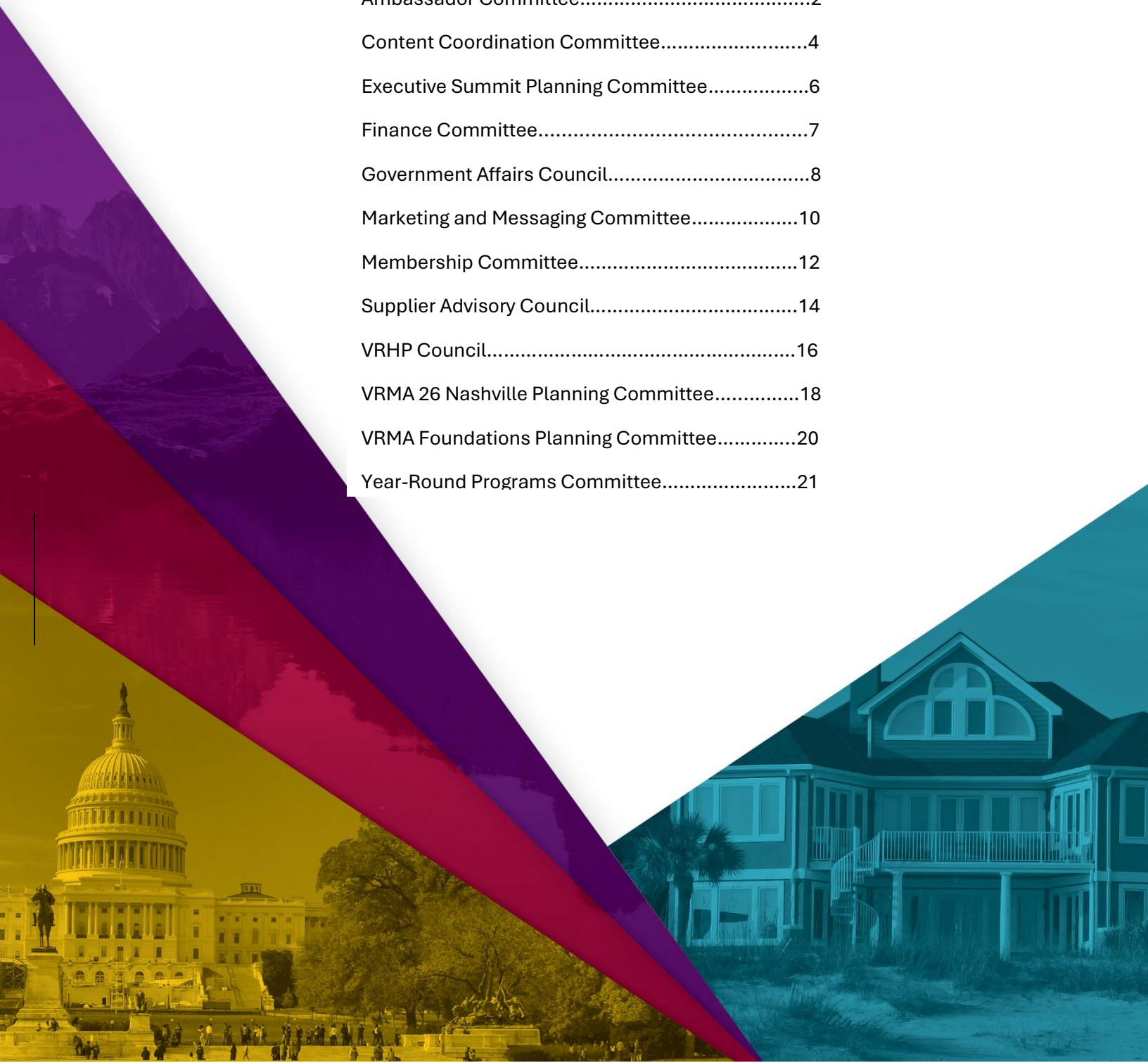


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Ambassador Committee Charter

Committee Description

The Ambassador Committee is responsible for welcoming and engaging new members. Ambassadors serve as an important resource to help new members make the most of their VRMA membership.

Committee Charge

We need you to develop a comprehensive plan by March 30 to help welcome and retain 19 new members in the 6-25, (+20%), 25 new members in the 25-100, (+20%) categories. The resources you have access to are member data, external survey tools, member feedback, and industry reports.

In your charge, we ask that you:

1. Recommend and assist with the implementation of a new year-round benefit to engage new members in the 6–100-unit range.
2. Recommend and assist with the implementation of impactful touchpoints with new members and first-time attendees at VRMA Executive Summit and VRMA 26 Nashville.

In conclusion, please outline the next steps by March 30, including recommendations for follow-up actions and the development of an implementation plan.

Committee Goals & Responsibilities

- Strengthen peer connections and onboarding for new members.
- Support second-year renewals through personalized outreach and engagement programs.
- Provide feedback loops to the Membership and Education teams on new-member experience.
- Plan the New Member/First-Time Attendee Reception at the annual conference.

Strategic Alignment

Supports Education, Engagement, and Value Delivery Across the Member Lifecycle.

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 from January 1 through December 31 of the same calendar year. The committee chair, per the Chair of the Board's appointment, is eligible to serve a maximum of two, two-year terms. Appointments are made to the individual and not to the company; however, appointments are limited to one representative per company.

Expected Commitment

The approximate time commitment is two to three hours per month. Virtual meetings are scheduled as needed throughout the year to discuss timely projects and tasks. Committee members are expected to participate in all scheduled meetings. 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.
- Can 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.

Role & Authority

- Engagement: Outreach to new members and first-time event attendees
- Monitors: New member satisfaction and engagement

Content Coordination Committee

Committee Description

The Content Coordination Committee ensures VRMA's education, events, and engagement operate as an integrated system aligned to strategic priorities and the member experience. The committee coordinates across groups to align and integrate content to defined priorities, member segments, and outcomes to increase the impact of VRMA's programs.

Committee Goals & Responsibilities

The committee ensures content across events, year-round programming, communications, and resources operates as a coordinated system aligned to VRMA's strategic priorities and member needs.

- Strengthens consistency in messaging and positioning to support a clear, credible market voice and cohesive member experience
- Reinforces year-round member value by aligning content to drive engagement, retention, and participation across key segments
- Identifies gaps and opportunities, enabling committees to refine, prioritize, and deliver content with greater impact while maintaining clear ownership within each group

Role & Authority

The committee serves as the coordinating body for VRMA's content ecosystem, ensuring alignment across committees and initiatives.

- Provides strategic coordination and shared direction
- Establishes a consistent framework for content alignment
- Supports integration across programs and member touchpoints

The committee does not replace or direct committee-level work; it ensures alignment to VRMA's broader strategy and member experience.

Committee Composition

The committee has a chair and vice chair. The committee is composed of vice chairs and board liaisons from the Year-Round Programs Committee and event planning committees, as well as additional members as necessary, by appointment of the Chair(s) or VRMA Chair of the Board.

Selection & Appointment

The members are designated by committee composition and appointment by the chair(s). The chair(s) are appointed by the Chair of the Board.

Membership Term

All committee members serve a one-year term and are eligible for reappointment for a second term. The Committee chair can serve a maximum of two two-year terms. The Chair of the Board of Directors appoints the chair(s).

Commitment & Participation

The committee meets bi-monthly or quarterly to support alignment across planning cycles.

Members are expected to:

- Participate in meetings and discussions
- Represent their respective committees and share updates
- Contribute perspectives to support coordination and alignment
- If availability changes, members are encouraged to communicate with the Chair or staff liaison to ensure continuity of representation. The goal is to maintain consistent engagement and shared visibility across the group.

Requirements

- Be able to carry out the work of the committee.
- Support and advance VRMA's mission.
- Be active in the vacation rental industry.
- Can work well with others.
- Make the necessary time commitment.
- Be a VRMA member in good standing.
- Attend and actively participate in virtual meetings.

Executive Summit Planning Committee

Committee Description

The Executive Summit Education Planning Committee oversees and shapes the educational programming for VRMA's Executive Summit, focusing on identifying and addressing the learning needs of executive-level attendees through strategic session planning and high-caliber speaker selection. The group is tasked with developing innovative educational content that delivers value to senior vacation rental management professionals.

Committee Goals & Responsibilities

- Develop innovative strategies and ideas for educational programs and activities at the Executive Summit
- Determine the educational needs of executive-level attendees
- Develop session topics and ideas, brainstorm speaker recommendations, and invite speakers – which will help finalize the educational program

Committee Composition

The Executive Summit Planning 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 group, comprised of a mix 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 from November through June. The Committee chair can serve a maximum of two two-year terms. The chair selects and approves the committee members. The Chair of the Board of Directors appoints the chair(s).

Commitment

Virtual meetings are scheduled as needed to discuss timely projects and tasks. Committee members are expected to participate in all scheduled meetings. If, for any reason, a working group 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 working group 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.

Requirements

- Express a desire to serve, with a particular interest in education and curricula development for the Executive Summit
- Be able to carry out the work of the working group
- Support and advance VRMA's mission
- Can work well with others
- Make the necessary commitment
- Be a VRMA member in good standing with a job title/role that aligns with the audience (i.e. C-suite)
- Attend and actively participate in virtual meetings

Role & Authority

- Making decisions: Educational programming and content
- Provides input: Educational schedule of events and strategy
- Monitors: Member satisfaction and engagement at the Executive Summit

Finance Committee

Committee Description

The Board maintains a Finance Committee to assist in fulfilling its financial oversight responsibilities. The committee develops and oversees financial policies, provides audit oversight, leads the annual budget development, assesses reserve policies, assesses risk and makes recommendations to the Board.

Committee Responsibilities

- Conduct monthly financial statement review and analysis
- Meet quarterly at minimum, with additional meetings as circumstances require
- Lead annual budget development and make budget recommendations to the Board
- Monitor investment performance
- Provide audit oversight and make audit firm recommendations to the Board
- Assess reserve adequacy
- Develop and update financial policies
- Evaluate capital expenditures of \$25,000 or more
- Conduct risk assessment and make mitigation recommendations
- Present financial reports and recommendations at all regularly scheduled Board meetings
- Maintain minutes of all Finance Committee meetings and report to the Board

Authority

The Finance Committee is authorized to act on behalf of the Board on routine financial matters between Board meetings, within the limits established in Section 1.4 of these policies. Actions taken by the Finance Committee shall be reported to the full Board at its next regularly scheduled meeting.

Strategic Alignment

Anchors Financial Integrity, Stewardship, and Long-Term Sustainability.

Committee Composition & Selection

The Treasurer serves as Chair of the Finance Committee, with a Vice Chair recommended to support continuity. The committee is composed of five to seven members appointed by the Board Officers and includes the Executive Director and Smithbucklin's designated financial representative as ex officio, non-voting participants, providing advisory input while not holding voting authority.

Membership Term

Committee members serve a 13-month term, beginning in November and concluding the following December.

Expected Commitment

Approximately three hours per month including virtual meetings and reviewing monthly financials. Committee members are expected to participate in all scheduled meetings. 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.

Committee Requirements

- Understand basic financial principles
- 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 be respectful of others.

Government Affairs Council Charter

Committee Description

The purpose of the Government Affairs Council is to advance the industry's voice through advocacy, local engagement, and strategic coordination with state and regional partners.

Committee Charge

The VRMA Board of Directors charges the VRMA Government Affairs Council with the following deliverables for the 2026 calendar year:

1. Identifying, designing, and overseeing the development of data-focused resources
2. Developing and issuing VRMA's annual Policy Guide.
3. Establishing a State & Regional Alliance Network.
4. Commissioning independent research to leverage newsletters, educational content, and town halls.
5. Developing and elevating advocacy programming for VRMA 26 Nashville, introducing an Advocacy Luncheon.
6. Hold quarterly advocacy stakeholder roundtables.
7. Host an Industry Advocacy Forum connecting policymakers, OTAs, and alliance leaders, and complete two joint advocacy initiatives with state or OTA partners by December 1.

The Board serves as a strategic resource to the Government Affairs Council in meeting these charges and may ask for periodic updates on the above charges throughout the calendar year.

Committee Goals & Responsibilities

- Advocate for policies that support the growth and development of the industry.
- Conduct in-depth research and produce data-driven insights on regulatory challenges to our industry.
- Educate stakeholders—including local, state, and international leaders—on the vacation rental industry's economic and job-creation potential.
- Grow the Advocacy Fund and oversee grants, impact studies, and donor recognition.
- Build and sustain partnerships with state, regional, and local advocacy organizations.
- Develop grassroots capacity through local chapter coordination and leadership development.

Strategic Alignment

Anchors Advocacy, Chapter Engagement, and Policy Influence.

Committee Composition and Membership Term

The Council will consist of appointed members from various industry sectors, selected by the VRMA Board based on the Chair's recommendations. Each member will serve a two-year term, with initial appointments staggered to ensure continuity.

Committee Composition and Membership Term

The VRMA Board of Directors, in consultation with the Government Affairs Council Chair, will appoint VRMA members from various industry sectors to serve on the Government Affairs Council. Each member will serve a two-year term, with initial appointments staggered to ensure continuity. A maximum of 15 members shall serve on the Government Affairs Council at any given time.

Expected Commitment

The Government Affairs Council meets virtually each month and, if deemed necessary, in person during VRMA's conferences. The approximate time commitment is three-to-five hours per month. Council members are required to donate to VRMA's Advocacy Fund each calendar year and are expected to participate in all standing meetings. If a member is unable to participate in a meeting, he/she must inform the staff liaison(s) in advance. If a member

misses three or more consecutive meetings and shows minimal engagement, he/she may be separated from the Council upon request of the Chair.

Committee Requirements

The Council will seek members with diverse expertise to bring a variety of perspectives and strengths. Desired qualifications include:

- **Experience in Government Affairs:** Candidates with expertise in local, state, or national legislative processes with priority to those who hold an industry government affairs position.
- **Leadership in Industry Alliances:** Leaders of state or local alliances that serve VRMA member areas.
- **Supplier/Vendor Experience:** Members from VRMA suppliers who provide advocacy tools to the membership.
- **Extensive Regulatory Experience:** A preferred minimum of 5 years' experience in government affairs or regulation.
- **Demonstrated Success in Political and Advocacy-based Fundraising:** Experienced in political fundraising; a proven record for securing support for advocacy in the vacation rental, tourism, and hospitality industries.

Role & Authority

- Make recommendations to VRMA's Board of Directors for directing Advocacy Fund resources toward high-impact projects and grants; issue legislative and regulatory position statements; develop and submit comment or statements in response to relevant legislative and regulatory issues; and initiate activities, programs, and services that require larger consideration and/or carry expenses that affect VRMA's budget.
- Advise on VRMA's strategic partnerships and affiliations with industry coalitions and allies.
- Monitor industry-related policy initiatives on the state and local levels that affect VRMA members, travel and tourism industries, as well as initiatives that industry associations, coalitions, and other organizations drive.

Marketing and Messaging Committee Charter

Committee Description

The purpose of the Marketing and Editorial Committee is to tell VRMA's story to the industry and public — translating member experiences, research, and impact into compelling narratives that build awareness, trust, and pride.

Committee Charge

We need you, the Marketing & Messaging Committee, to set a strategy and develop recommendations to promote and...

- Enhance the VRMA member experience, both at events and throughout the year
- Boost member recruitment and engagement
- Amplify VRMA's brand through public relations efforts, influencers, and thought leadership
- Champion the Excellence Awards

...to position VRMA as the premier resource for short-term vacation rental (STVR) professionals, lead industry advocacy efforts, and unify the STVR community. The committee will have access to member/attendee data and survey feedback to inform its work.

Specifically, in 2026, the committee's deliverables will include:

- Engaging a PR firm to elevate VRMA's profile, raise brand awareness, and tell the VRMA story
- Developing an updated VRMA key messaging platform
- Developing and launching testimonial video campaigns to promote member recruitment and engagement
- Creating an attendee engagement plan for VRMA 26 Nashville
- Reviewing and scoring Excellence Award nominations and recommending winners
- Collaborating with other VRMA committees as necessary and appropriate to advance the work

In addition, committee members are encouraged to:

- Promote and amplify VRMA on social media
- Serve as a guest or host on a VRMA podcast and/or contribute content to VRMA Arrival

Committee Goals & Responsibilities

- Lead external communications and PR efforts to position VRMA as the industry's voice.
- Develop storytelling campaigns showcasing member success, advocacy wins, and community impact.
- Coordinate with Membership and Education to ensure consistent brand messaging and tone.
- Manage media relationships and monitor engagement analytics.
- Collaborate with Government Affairs to amplify advocacy and policy narratives.

Strategic Alignment

Drives Communications, Brand Positioning, and Industry Leadership.

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. Appointments are made to the individual and not to the company; however, appointments are limited to one representative per company.

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 Board Chair's appointment, is eligible to serve a maximum of two, two-year terms.

Expected Commitment

The approximate time commitment is one to three hours per month. Virtual meetings 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 meetings. 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 Board chair.

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 be respectful of others.

Role & Authority

- Make decisions: Review or approve 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 Description

The purpose of the Membership Committee is to understand the wants, needs, and motivations of VRMA members and prospective members and use those insights to drive growth, engagement, retention, and satisfaction.

Committee Charge

In your charge, we ask that you:

1. Recommend a targeted **acquisition plan and messaging strategy to achieve 617 manager companies and 227 supplier members** by October 31.
2. Identify priority property managers in the 6–25 and 26–100-unit segments, and **define a simple, volunteer-led plan for outreach, follow-up, and member conversion.**
3. **Recommend 2–4 actionable enhancements** that will increase perceived and measurable member value.
4. In partnership with the Supplier Advisory Council, **solicit 4+ suppliers to launch** a manager member referral incentive program by March 15.
5. In collaboration with the Membership Model Task Force, **assess current, lapsed, and prospective members' needs, pricing expectations, and satisfaction drivers**; via surveys, interviews & focus groups, first report by May 1.
6. Introduce Associate Membership to alliances, **enrolling 5+ Associate Member Alliances** by November 1.

In conclusion, *please outline the next steps by March 15*, including recommendations for follow-up actions and the development of an implementation plan. This plan will feed into our strategic meeting in Q2.

Committee Goals & Responsibilities

- Maintain and refine a membership structure, benefits, and pricing matrix to attract and retain members.
- Lead outreach and engagement pilots targeting growth segments in coordination with Education, Marketing, and Chapter Relations.
- Oversee the **Ambassador Committee**, ensuring strong onboarding, utilization of benefits, and renewal engagement.
- Collect and share data and insights with Education and Marketing to shape programming and messaging.

Strategic Alignment

Drives Membership Growth, Retention, and Insight Alignment.

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. 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 from 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

The approximate time commitment is one to three hours per month. Virtual meetings 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 meetings. 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 Board 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.
- Can work well with others.
- Make the necessary time commitment.
- Be a VRMA member in good standing.
- Attend and actively participate in virtual 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.

Role & Authority

- Engagement: First-Time Attendee/New Member Reception
- Makes recommendations (to the Board): Membership recruitment and retention campaigns, member benefits, and member recognition.
- Provides input on membership types, benefits, and membership policies.
- Monitors: Member satisfaction, member renewals

Supplier Advisory Council Charter

Council Description

The purpose of the Supplier Advisory Council is to represent the supplier community and ensure supplier engagement enhances the member experience, strengthens partnerships, and supports industry collaboration.

Committee Charge

We need you to develop a comprehensive strategy & implementation steps by April 15 to help Engage Suppliers as Member Recruitment & Value-Delivery Partners and Create and Enhance Member-Focused Content and Experiences. The resources you have access to are member data, external survey tools, member feedback, and industry reports.

In your charge, we ask you:

1. Advise on meaningful participation metrics for supplier participation in the program by April 15 and recommend a Supplier incentive program approved to the Finance Committee in Q2 2026.

- Recommend incentive principles
- Be a champion for the program and encourage other Suppliers to participate.

2. Advise staff on the messaging, positioning, and supplier examples for supplier case study videos that best demonstrate partnership ROI by August 1, 2026.

- Identify strong ROI stories
- Validate messaging

3. Provide feedback to staff to ensure Supplier engagement is integrated into 100% of major in-person events in 2026. Establish a supplier engagement score to measure involvement outside of exhibits by December 31, 2026. Provide strategic guidance on what meaningful supplier engagement should measure beyond exhibits.

4. In partnership with the Membership Committee, welcome 68 new supplier members (+5%) and retain 69% of supplier members (+5%).

5. Provide feedback and suggestions to improve supplier NPS by 1+ point on the member survey.

6. Support initiative to increase Corporate Sponsor participation from 2025 by 7% - measured by increased revenue across programs through industry influence by:

- Advise on packaging
- Introduce decision-makers
- Pressure-test pricing. This might look like:
 - Identifying 10 high-value corporate sponsor prospects
 - Hosting 2 peer discussions on sponsorship ROI
 - Participating in renewal outreach where appropriate

Council Goals & Responsibilities

- Provide supplier perspective on VRMA programs and initiatives.
- Advise on sponsorship, exhibitor experience, and partnership models.
- Identify supplier-driven learning and innovation opportunities.
- Support the development of supplier recognition and standards programs.

Strategic Alignment

Supports Partnership, Value Creation, and Industry Collaboration.

Council Composition

The Supplier Advisory Council is comprised of a chair, vice chair, and suppliers from the VRMA community. The exact number is to be determined by the chair(s) and approved by the Chair of the Board. 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 from 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 approximate time commitment is one to two hours quarterly. The Supplier Advisory Council meets quarterly, with at least one in-person meeting at the annual meeting if the schedule allows. Other meetings will be virtual. 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, the 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) is 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.
- Can 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.

Role & Authority

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

VRHP Council Charter

Committee Description

VRHP's vision is to be an industry champion, elevating guest experience through the operational excellence of our members. The Council provides strategic goals and oversight for educational opportunities to VRMA members, along with industry standards and other resources for effective operations teams.

Committee Goals & Responsibilities

- Develop strategies and ideas for educational programs and activities related to operations.
- Determine the educational needs of VRMA members.
- Assess and monitor the ongoing effectiveness of all educational activities related to VRHP.
- Oversee programming for the following conferences/activities:
 - o Monthly VRHP-specific webinars and ad-hoc VRHP webinars as defined.
 - o VRHP-specific educational sessions for VRMA events.
 - o Create and submit content relevant to VRHP, from monthly newsletter contributions to the Arrival printed publication.

Committee Composition

The VRHP Council is composed of a chair, vice chair (recommended, but not required), and additional members to complete its work, which includes vacation rental managers and supplier members. The Council shall have a minimum of five members and will endeavor to maintain a 4:1 ratio of vacation rental managers to 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 Council members serve a two-year term and are eligible for reappointment. Members interested in returning for an additional term of service must complete the standard committee application form to continue service. Terms run from January 1 to December 31.

Expected Commitment

1-3 hours per month. Virtual meetings are scheduled monthly. Additional meetings may be scheduled as needed throughout the year to discuss timely projects and tasks. Council members are expected to participate in all monthly conference calls. If, for any reason, a Council member is unable to participate, it is required that they inform the Council Chair and staff liaison in advance. If there is a consistent lack of engagement, the Chair may consider and decide upon the separation of the Council from the individual.

Selection & Appointment

Council members select incoming Council members. The chair(s) are appointed by the VRMA Board Chair.

Council Requirements

Council members must:

- Possess extensive subject matter expertise with demonstrated industry experience and knowledge
- Express a desire to serve, with a special interest in membership and operations education
- Be able to carry out the work of the Council.
- Support and advance VRMA mission.
- Promote member engagement with VRMA/VRHP resources.
- Be active in the vacation rental industry.
- Can work well with others.
- Make the necessary time commitment.
- Attend a majority of VRHP webinars and programming
- Share expertise through developing education content – articles, webinars, and conference presentations.

- Be a VRMA member in good standing.
- Attend and actively participate in calls.

VRMA 26 Nashville Planning Committee

Committee Description

The VRMA 2026 Nashville Planning Committee oversees educational programming, networking, and overall attendee experience. The committee will develop strategies, assess attendee needs, and review speaker submissions. This group aims to create a robust, scalable event experience that aligns with VRMA's strategic goals of member success and growth.

Committee Goals & Responsibilities

- Develop strategies and ideas for educational programs and activities at VRMA 26 Nashville.
- Determine attendees' learning, networking, connection needs, and wants.
- The Content Planning Sub-committee will solicit, review, and recommend educational track opportunities.

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 an event marketing plan.

Committee Composition & Structure

The 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 a mix of vacation rental managers and supplier members. Appointments are made to the individual and not 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 from January 1 through December 31 of the same calendar year. Per the president's appointment, the committee chair is eligible to serve a maximum of two, two-year terms.

Expected Commitment

The approximate time commitment for the *Committee* is two to three hours per month February through October. Meetings are typically scheduled twice per month.

The approximate time commitment for the *Content Planning Subcommittee* is two to four hours per month, between February through October. Meetings are typically scheduled twice per month.

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, the separation of the committee from the individual may be considered and decided upon by the chair.

Selection & Appointment

The chair selects and approves committee members. The Chair of the Board appoints the chair(s).

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.
- Can 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, networking, and overall event experience.
- Provide input: Event schedule and strategy.
- Monitors: Member satisfaction and engagement in program activities

VRMA Foundations Planning Committee

Committee Description

The VRMA Foundations Planning Committee oversees and shapes the educational programming for the VRMA Foundations event, focusing on identifying and addressing the learning needs of property management field teams and manager attendees. The group is tasked with developing foundational, hands-on content that delivers value to these attendees.

Committee Goals & Responsibilities

- Develop innovative strategies and ideas for educational programs and activities at VRMA Foundations
- Determine the educational needs of management field teams and managers
- Develop session topics and ideas, brainstorm speaker recommendations, and invite speakers – which will help finalize the educational program

Committee Composition

The VRMA Foundations Planning Committee is comprised of three co-chairs/track leaders, and additional members as deemed necessary to complete the work of the group, comprised of a mix 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 from November through February. The Chairs can serve a maximum of two two-year terms.

Commitment

Virtual meetings are scheduled as needed to discuss timely projects and tasks. Committee members are expected to participate in all scheduled meetings. 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 of the Board and the Chairs. The Chairs are appointed by the Chair of the Board.

Requirements

- Express a desire to serve, with a particular interest in education and curricula development for VRMA Foundations
- Be able to carry out the work of the committee
- Support and advance VRMA's mission
- Can work well with others
- Make the necessary commitment
- Be a VRMA member in good standing with a job title/role that aligns with the audience
- Attend and actively participate in virtual meetings

Role & Authority

- Making decisions: Educational programming and content
- Provides input: Educational schedule of events and strategy
- Monitors: Member satisfaction and engagement at VRMA Foundations

Year-Round Programs Committee

Committee Description

The Year-Round Programs Committee oversees and contributes to all educational and reference content for VRMA members, outside of our events.

Committee Charge

Lead the development and launch of a comprehensive, year-round learning program that delivers high value education and resources tailored to the association's priority market segments. The committee will ensure that all learning initiatives strengthen member capabilities, support operational excellence, and drive business outcomes across these segments. This includes coordinating with other relevant VRMA committees and staff to support effective integration and dissemination of educational content across VRMA channels.

In your charge, we ask that you:

1. Support the development and launch of an online resource library of tools, guides, and best practices aligned with the needs of the target market segments.
2. Produce a minimum of five microlearning videos derived from existing VRHP content to enhance members' access to critical safety and professional standards.
3. Produce a minimum of five microlearning videos focused on leadership, ownership, and business model transitions to support members navigating organizational evolution.
4. Define knowledge, skills, and abilities required to meet the unique needs, growth stages, and challenges of 6–25, 26–100, and 100+ unit VRMs.

Committee Goals & Responsibilities

- Update all VRMA educational and reference content (e.g., toolkits, model documents, best-practice guides) as needed.
- Oversee the **online resource library** and ensure consistent editorial quality and alignment.

Committee Composition & Structure

The 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 a mix of vacation rental managers and supplier members. Appointments are made to the individual and not 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 from January 1 through December 31 of the same calendar year. Per the president's appointment, the committee chair is eligible to serve a maximum of two, two-year terms.

Expected Commitment

Virtual meetings are scheduled as needed to discuss timely projects and tasks. Committee members are expected to participate in all scheduled meetings. 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

The chair selects and approves committee members. The Chair of the Board appoints the chair(s).

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.
- Can work well with others.
- Make the necessary time commitment.
- Be a VRMA member in good standing.
- Attend and actively participate in virtual meetings.

Roles & Authorities

- Making decisions: Educational content, reference content, and resource library
- Provides input: Educational content, reference content, and resource library
- Monitors: Member satisfaction with educational content, reference content, and resource library