

2025 Committee Charters

Ambassador Committee	2
Diversity, Equity, and Inclusion Committee	3
Education Committee	5
Executive Summit Planning Committee.....	7
Marketing and Editorial Committee	8
Membership Committee.....	10
Supplier Advisory Council.....	12
VRHP Content Committee	13
VRMA 25 Las Vegas Planning Committee	16

Ambassador Committee Charter

Committee Charge

To engage VRMA members to maximize the value of VRMA membership.

Committee Goals & Responsibilities

- Represent the association in a positive manner.
- Play a part in shaping and supporting new members' experience.
- Serve as a resource for all members of the association.
- Complete outreach to new members
- Plan the New Member/First-Time Attendee Reception at VRMA 25 Las Vegas.

Strategic Alignment

- Position members for future success and attract new members.

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.

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

Diversity, Equity, and Inclusion Committee Charter

Committee Charge

Developing and implementing strategies to support diversity, equity, and inclusion, which are foundational to VRMA's programs and activities. The committee is responsible for ensuring VRMA actively promotes an environment of inclusivity, mutual respect, and equitable opportunities for all members to thrive within the vacation rental industry.

Committee Goals & Responsibilities

- **Foster a Diverse Membership:** Develop strategies to increase and maintain diversity within VRMA's membership, ensuring representation across all demographics, including race, ethnicity, gender, geography, and experience.
- **Promote DEI Across VRMA Programs:** Incorporate DEI considerations into all VRMA initiatives, conferences, and educational programming to reflect the diverse needs and experiences of the membership.
- **Provide Resources & Training:** Deliver access to DEI resources and develop educational content to equip VRMA members with the knowledge and tools necessary to prioritize DEI within their own companies.
- **Evaluate & Measure Progress:** Establish benchmarks for tracking diversity and inclusion progress within VRMA and its programs. Provide regular reports to the Board on DEI advancements and areas needing improvement.

Strategic Alignment

The committee will ensure the VRMA's strategic goals are pursued with a deliberate focus on advancing diversity, equity, and inclusion, recognizing that these efforts are critical to the association's long-term success and relevance in a global market.

Membership Term

All committee members may 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 two 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 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 advancing diversity, equity, and inclusiveness within the VRMA community.
- 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.
- In addition to the qualifications listed above, when possible, the chair shall have served as vice chair or a member of the DEI committee within the last two years.

Role & Authority

- Makes recommendations (to the Board): New projects and programs.
- Provides input: DEI strategy.
- Monitors: Member satisfaction and engagement in program activities

Education Committee Charter

Committee Charge

Set strategic goals and provide oversight for VRMA year-round educational opportunities.

Committee Goals & Responsibilities

- Develop strategies and ideas for year-round educational programs and activities (i.e., webinars, articles, etc.)
- Determine, assess, and review the educational needs of the membership (for future programming and current offerings)
- Assess and monitor the ongoing effectiveness of all educational activities.
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Strategic Alignment

- Position members for future success and attract new members by designing and building a robust, scalable year-round educational curriculum.
- Identify current audiences that engage in VRMA year-round educational offerings. Assess their current and future needs and delivery preferences.
- Map existing education to the audiences served by the content. Determine potential gaps, criteria, and processes for designing future educational offerings.

Committee Composition

The Education 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 equal numbers of Vacation Rental Manager and Supplier members (if interest allows). 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 Board Chair's appointment, is eligible to serve a maximum of two, two-year terms.

Expected Commitment

The approximate time commitment is two hours per month, with increased responsibilities in January, April, July, and September. 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 and approved 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 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.

Role & Authority

- Makes decisions: Educational programming and content.
- Makes recommendations (to the Board): New educational products and offerings.
- Provides input: Educational product development and strategy.
- Monitors: Member satisfaction and engagement in program activities

Executive Summit Planning Committee

Committee Charge

Provides oversight for the 2025 VRMA Executive Summit overall event experience, including educational content, promotional input, and engagement opportunities.

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 Working Group 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 (not to exceed 9 individuals). Appointments are made to the individual and not to the company; however, appointments are limited to one representative per company.

Membership Term

All working group members serve a one-year term and are eligible for reappointment for a second term. Terms run from November 2024 through June 2025. The working group chair can serve a maximum of two two-year terms. The chair selects and approves the working group 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. Working Group 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
- Be active in the vacation rental industry for over 7+ years
- 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

Marketing and Editorial Committee Charter

Committee Charge

Oversee and provide input into VRMA's marketing, communications, and editorial activities to promote its mission, vision, and strategic plan.

Committee Goals & Responsibilities

The committee provides guidance on the implementation of the marketing, communications, and content plan to:

- Maintain the integrity and promote awareness of the VRMA brand.
- Ensure alignment with VRMA's strategic plan.
- Provide insight into industry trends, audiences, best practices, etc.
- Provide content ideas and suggested contributors for VRMA publications and communications, as needed and requested.
- Identify potential opportunities to partner with other organizations and/or venues that align with VRMA's mission, with a goal of mutual benefit for both parties.

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. Only one representative from the same member company is allowed. Committee members may not substitute with a proxy.

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 Charge

We need you to develop a comprehensive plan by June 1 to help us achieve increased membership engagement and growth for the upcoming year. The resources you have are access to member data, external survey tools, member feedback, and industry reports.

In your charge, we ask that you:

- **Perform a gap analysis** to evaluate the current landscape and identify key obstacles to membership growth.
- **Analyze the feedback from current and prospective members** to identify trends, concerns, and unmet needs.
- **Engage with current and past members** to understand why they renew or leave VRMA.
- **Identify our target markets** and help us outline the value propositions that will appeal to each segment.

In conclusion, please outline the next steps by April 1, including recommendations for follow-up actions and the development of an implementation plan. This plan will feed into our strategic meeting in Q3 and the budget meeting in Q4.

Committee Goals & Responsibilities

- Develop strategies and ideas for programs and activities that ensure a diverse membership.
- Play a part in shaping and supporting the new member experience.
- Evaluate and monitor membership benefits to ensure they are appropriate and valuable to members.
- Boost membership through support of membership campaigns, assessment of membership needs, and membership surveying.
- Attend and participate in the first-time attendee/new member event at VRMA 25 Las Vegas.

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.

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 Charge

We need you to provide input and recommendations on issues affecting supplier members while increasing supplier engagement in a way that unites the industry to solve common challenges. The resources you have are access to member data and attendee feedback.

In your charge, we ask that you:

1. **Provide input and recommendations on issues** affecting supplier members.
2. **Identify opportunities to increase supplier involvement** in programs and events.
3. **Advise on enhancing the visibility and value of supplier contributions** to the industry.
4. **Serve as a sounding board** for new initiatives, partnerships, and sponsorship strategies.
5. **Strengthen communication** among supplier members, VRMA, and the broader membership.

Please outline 2026 recommendations by August 1, including recommendations for follow-up actions and developing an implementation plan if needed.

This plan will inform our strategic meeting in Q3 and the budget meeting in Q4.

Council Goals & Responsibilities

- Serve as a voice for the supplier community within VRMA.
- Contribute to the development and improvement of VRMA initiatives.
- Provide input regarding VRMA events (Executive Summit, VRMA 25 Las Vegas, and future events)
- Provide input regarding the structure of sponsorships (events, online, email campaigns, etc.)

Strategic Alignment

Position members for future success, and attract new members, by designing and building a robust, and scalable event experience.

Council Composition

The Supplier Advisory Council is comprised of suppliers from the VRMA community. The exact number is to be determined by the chair(s) and approved by the Chair of the Board.

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 VRMA 25 Las Vegas 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 Content Committee Charter

Committee Charge

Provide educational content to VRHP members on topics related to back-of-the-house operations, including housekeeping, maintenance, laundry, and inspections, with strategic oversight from the VRHP Council.

Committee Goals & Responsibilities

- Develop ideas and content for educational programs and activities related to back-of-the-house operations topics; “content” may take various forms, including articles or blog posts, videos, live presentations (online or in-person), infographics, slide presentations, etc.
- Assess and monitor the ongoing effectiveness of VRHP educational activities and publications.
- Content and programming will generally be developed for the following conferences/activities:
 - Monthly webinars
 - Monthly publications
 - VRMA 25 Las Vegas

Committee Composition

The VRHP Content 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, with working knowledge of back-of-the-house operations roles and responsibilities, including (but not limited to), housekeeping, inspections, maintenance, and laundry. 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 two to three hours monthly. 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 and approved by the VRHP Council. The chair and vice chair are appointed by the VRHP Council.

Committee Requirements

Committee members must:

- Express a desire to serve, with a special interest in education and back-of-the-house operations.
- Be able to carry out the work of the committee.
- Support and advance the missions of both VRHP and VRMA
- Be active in the vacation rental industry.
- Can work well with others.
- Make the necessary time commitment.
- Be a VRMA and VRHP member in good standing.
- Attend and actively participate in conference calls and in-person meetings.

Roles & Authorities

- Makes decisions: Educational and editorial programming and content related to back-of-the-house operations.
- Makes recommendations (to the VRHP Council): New educational products and offerings.
- Monitors: Member satisfaction and engagement in program activities

VRMA 25 Las Vegas Planning Committee

Committee Charge

Provide input and planning for programming, networking, and overall attendee experience elements of VRMA 25 Las Vegas.

Committee Goals & Responsibilities

- Develop strategies and ideas for educational programs and activities at VRMA 25 Las Vegas.
- Determine attendees' learning, networking, connection needs, and wants.
- The Programming 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 VRMA 25 Las Vegas 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 committee, comprised of a mix of vacation rental managers and supplier members (not to exceed twenty-five individuals). Appointments are made to the individual and not the company; however, appointments are limited to one representative per company.

The committee has a broad range of responsibilities, and as a result, subcommittees for program planning, supplier participation, and other areas will operate under the overall guidance of the co-chairs. Given the interconnected nature of the conference, representatives from the Marketing, Education, Ambassador, and Membership committees may be invited to join these subcommittees. This will help ensure full engagement from our volunteer leadership team.

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 is two to three hours monthly, January-April and September-October. Members will meet up to eight hours per month, May-August. Meetings and conference calls are scheduled as needed throughout the year to discuss timely projects and tasks. 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 for VRMA 25 Las Vegas.
- 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

Staff Liaison & Support Team

- VRMA Events Director
- IC Meeting Manager
- VRMA Executive Director

Subcommittee Support

- Marketing Manager
- Education Manager
- Director of Education
- National Sales Director