

2026 Committee Charters

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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 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 26 Nashville.

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

Education Committee Charter

Committee Description

The Education Committee develops and oversees VRMA's year-round educational programming while assessing member needs to deliver relevant webinars, articles, and learning opportunities that advance industry knowledge.

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 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 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 through June. 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

Government Affairs Council Charter

Committee Description

The Government Affairs Council monitors government-related matters, develops policy recommendations, and supports initiatives through VRMA's Advocacy Fund to advocate for the common interests of vacation-rental managers.

Committee Goals & Responsibilities

- Identify major regulatory issues.
- Conduct in-depth research on these regulatory challenges to provide data-driven insights.
- Educate stakeholders—including local, state, and international leaders—on the vacation rental industry's economic and job-creation potential.
- Advocate for policies that support the growth and development of the industry.
- Ensure the financial resources needed for these initiatives are managed and allocated efficiently.

Strategic Alignment

By restructuring the previous committees into a unified Government Affairs Council, VRMA aims to enhance its advocacy and policy development focus. Through dedicated, expert members and strategic funding initiatives, the Council will support the continued growth and success of the short-term vacation rental industry.

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.

Expected Commitment

The Government Affairs Council meets virtually each month and, if deemed necessary, in person at 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, for whatever reason, 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.

Selection & Appointment

Members will be nominated by the VRMA Chair and approved by the VRMA Board. New members will serve two-year terms with staggered initial appointments to ensure continuity. There will be a maximum 15 members.

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
Leads of state or local alliances that serve VRMA member areas will be prioritized.
- Supplier/Vendor Experience
Members from VRMA suppliers who provide advocacy tools to the membership.
- Extensive Regulatory Experience
A minimum of 5 years' experience in government affairs or regulation is preferred.
- Demonstrated Success in Political and Advocacy-based Fundraising

Experienced in political fundraising, 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, as well as initiatives driven by associations, coalitions, and other industry organizations.

Marketing and Editorial Committee Charter

Committee Description

The Marketing and Editorial Committee oversees and provides input into VRMA's marketing and communications activities to promote the association's 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 Description

The Membership Committee develops new and innovative ways to attract new members and encourage members to renew.

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 26 Nashville.

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 Description

The Supplier Advisory Council is an opportunity for VRMA suppliers to interact directly with VRMA board members and staff on a regular basis to share their ideas and feedback on VRMA programs and supplier opportunities.

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 26 Nashville, 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 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 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, not including the volunteer commitment related to the International Conference. 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 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 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.
- 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