



**Meeting of the Executive Board  
January 26, 2021 (Held Virtually)**

A meeting of the Executive Board of the American Seniors Housing Association was held January 26, 2021 at 3:30 p.m. ET in a virtual format due to the COVID-19 crisis.

A list of Directors who were present at the meeting, constituting a quorum of the Executive Board, is attached.

The Chairman, Douglas Schiffer of Allegro Senior Living, called the meeting to order and provided several updates. Related to ASHA's Meetings, the Chairman reported that we are working on a new contract for the 2024 Annual Meeting as part of efforts to reach a negotiated settlement with JW Marriott Turnberry Resort, which would have hosted this year's Annual Meeting.

ASHA's Mid-Year Meeting is scheduled for June 15-16 at the Hyatt Regency Lake Tahoe Resort in Incline Village, NV. The Chairman noted, however, that we are actively monitoring the vaccination rollout as it relates to the timing of the meeting.

ASHA's Fall Executive Board Meeting will take place in Chicago on October 11 immediately preceding the Fall NIC Conference, and the 2021 Chairman's Circle Event will be held November 10-11 in Charleston, SC.

The Chairman also provided an update on several aspects of the new Strategic Plan, including the introduction of a new logo and identity package and a complete redesign of our publications. He noted that the Association's [seniorshousing.org](http://seniorshousing.org) domain and email addresses will soon be changed to [ashaliving.org](http://ashaliving.org).

He further reported that we have begun to create more opportunities for member engagement as called for in the Strategic Plan and will continue to host regular webinars on different subjects of interest to the membership. He also reported that ASHA has created a new Legal Committee chaired by Elizabeth Chambers of Aegis Living, along with Paul Gordon of Hanson Bridgett, Susan Kayser of Duane Morris, Steve Levy of Senior Lifestyle, Alison Ramirez of Bridge Seniors, and Ben Scoll of Watermark Retirement Communities. The Chairman also noted that ASHA plans to launch a Sales and Marketing Committee and will explore the creation of additional committees in areas that will advance ASHA's work.

The Directors moved, seconded and carried (M/S/C) approval of the October 5, 2020 ASHA Executive Board Meeting Minutes.

The Board then moved, seconded and carried (M/S/C) approval of the following new Executive Board Member firms:

LifeStar Living (Joel Anderson, President & CEO)  
Lytle Enterprises (Jill Ashton, Senior Vice President)  
ReNew REIT (John Getchey, Chief Investment Officer)  
Trustwell Living (Larry Cohen, CEO)  
White Oak Healthcare Partners (Jason Dopoulous, Managing Partner)

The Board moved, seconded and carried (M/S/C) approval of the following new representatives from existing ASHA Board Member firms:

Blake Peeper, Partner and Co-Chief Investment Officer, Bridge Seniors Housing Fund Manager, LLC  
Kevin Tyler, CFO and CIO, Oakmont Senior Living  
Trace Wilson, Executive Director, PGIM Real Estate

Kathryn Sweeney of Blue Moon Capital Partners then delivered the Treasurer's Report, noting that ASHA was in excellent financial health with approximately \$6.9 million in government backed investments and cash and cash equivalents. She reported that ASHA finished the year with a positive Change in Net Assets of nearly \$500,000. Total revenue increased by 19% from 2019, and although the Association lost a number of members in 2020 as a result of the COVID pandemic, those loses were offset by having increased our membership dues for the first time in over a decade. She further reported that total expenses decreased slightly as compared to the previous year largely due to savings associated with holding virtual rather than in-person meetings last summer and fall. The Treasurer also reiterated that ASHA is continuing to negotiate with the JW Marriott Turnberry Resort and may have cancellation fees/penalties from the 2021 Annual Meeting accrued out of our 2020 year-end financials during our upcoming audit, which is scheduled to take place in February.

ASHA President David Schless then reviewed the proposed 2021 budget, which had been sent to the Board in January and previously approved by the Executive Committee. Following review, the Directors moved, seconded and carried (M/S/C) approval of the 2021 ASHA Budget.

Following the approval of the budget, Seniors Housing PAC Chairman Richard Hutchinson of Discovery Senior Living provided an SH PAC update. He reported that the 2021 Seniors Housing PAC Campaign was underway with pledges and contributions from 93 individuals totaling \$308,200. The Chairman asked those Board Members attending the meeting to consider making a pledge during the meeting and by the conclusion, an additional \$31,350 had been pledged.

Following the Seniors Housing PAC update, a Capital Markets Panel Discussion was held moderated by Matthew Whitlock of Berkshire Residential Investments, featuring Sebastian Brown, RSF Partners; Dana Scheppmann, Capital One Healthcare; Brian Sunday, AEW Capital Management; and Aron Will, CBRE Capital Markets.

There being no further business, the Executive Board Meeting was adjourned.