

SPECIAL MEMBERS RESOLUTION November 6, 2018: Board Approved Association Name Change

Preceding the GVHBA's Annual Municipal Breakfast Meeting, the GVHBA will be holding a Special Members' Meeting (8:45am, Wednesday, November 6, 2018) to present to the members at large, the Board approved association name change.

Backgrounder:

Based on the GVHBA's 2016-2018 Strategic Plan, the Marketing and Communication Committee has been working over the past 18 months with marketing firms to align and increase the Greater Vancouver Home Builders' Association's brand profile in the minds of consumers, to bring added value to our members, and ultimately the association.

The brand's strategic objectives are to communicate leadership and authority in the industry, reflect a sense of pride and value for our 1,100+ members, and generate a stronger, and quicker recognition in the eyes and ears of the general public.

Exhaustive efforts, including primary and secondary research, have resulted in a recommended name change for the association, noting the current name is difficult to say, including the initialism, not memorable, and is cumbersome in online and in graphic applications.

We ask that you join us at this Special Members' Meeting for an overview on the strategy behind the name change, and the benefits coming your way! The room will be filled with GVHBA Milestone Members, who undoubtedly will have memories of HUDAC, and other GVHBA name variations and logos, the last change being made back in 2005. We are very excited for this monumental advancement we are looking to make, to increase our industry brand presence, and to strengthen our position as the leaders in the residential construction industry, and value to members.