

Thursday, March 22, 2018

Women's Council of Realtors, Western MI Network

Board Meeting #2 at 770 Kenmoor Ave SE, Grand Rapids

Attendance

President -Liz Rhoda (Present)

Excused Absence- Amanda Bruggink Monroe, Amber Wagner

On Phone- Bryan Newell,

Present- Ashley Dietch-Schaefer, Katrina Cole, Brooke Sines, Katie Munding, Jason Lovell, Corrin Timmer, Brooke Finlan, Jeannie Berger, Lindsey Dykstra, Sandra Swanson

Call to Order and Welcome- 9:40AM

Approve Minutes from Previous Meeting- 9:41AM

Meeting Adjourned- 11:12AM

Board Reports

• **President**

- *Membership Efforts* - lets keep going! Touch back with people you talked to at the beginning of the year. 12 new members. Start the conversation over again with people you've talked with. Jeannie is going to be our new Membership
- *Tracking Spreadsheet* - Updated Yesterday. Check to see if your friends you've tried to recruit are on there or not. Reach out to them for this next event and to become members.
- *Need to have minutes and budget accessible to members-* Katie put the minutes online but still need the budget.
- *GRAR Relationship-* Maybe get a booth at GRAR for the new Realtor Orientation. Amanda Bruggink Monroe should be a part of this conversation as well. Put an insert or postcard for the new Realtor Orientation as well.
- *Announcements/Business at Next Event*
 - Install Jeannie
 - Mention next event June 20th (WEDNESDAY) and Golf out July 19th
 - Start considering involvement next year - express interest to myself or Brooke Sines
 - Mention Membership, Thank Sponsors, Introduce Verl, etc. Refer a friend for a gift card for our June event.

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- *State & National Events for Rest of Year*
 - Next State Meeting: May 11th, 9AM-4PM in Lansing. Heather will be joining us. Breakfast and lunch will be provided. \$50 at the door and \$40 if you pre-register. Theme is “Live, Living and Green” and the State’s raffle basket will be a Go-Pro with the theme of “Live.” It is at MSU Federal Credit Union. More information will be sent to us by the end of this week.
 - Mid-Year Meetings: May 17th-19th in Washington DC
 - Regional Retreat: June 13-15th in Green Bay - Early Bird \$250
 - Leadership Academy: August 1-3rd in Chicago. This is for who is going to be on the Board next year.
 - MR Convention: September 26-28th in Traverse City
 - NAR Conference: October 31-November 4th in Boston. For WCR it is the 2nd-5th. The 31st is the night before networking event.
- *Be sure to register for April 19th Event!*
- *State Involvement*- If you’re interested in getting involved with the State level, let Liz know!
- **President-Elect, Treasurer, Secretary, Membership**- No updates
- **Program Director**
 - *April 19th Event Details* - Sponsor, Inspiration Speaker, Presentation, etc
 - Tickets- If they buy a bulk amount of tickets (minimum as 10). Then we will give them \$10 off per ticket. They would have to write a check to WCR and get the names. It will be for brokers and affiliates since it’s available to everyone.
 - Mallory Strotheide from Treadstone- Should have a table at this event. Bryan, reach out to him.
 - Caterer- We need to step it up because of how bad it was last time. Brooke Finlan went and got pricing and it was a lot less.
 - Coats- Direct them to where this is.
 - Break- 10-15 minutes
 - Registration- Starts at 8:30AM
 - Program Starts- 8:45AM Liz makes announcements. Inspirational speakers starts at 9AM.
 - *June Event*- Terry Watson and Diane Griffin

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- *Failure Lab* - September 13th. Need to pursue speakers. Story tellers are on for 10 minutes. They are pretty successful and all they do is talk about their failure. Wealthy Street Theater.
 - Premier pricing- towards the front?
 - Sponsorships- We will get up and thank the sponsors. Alcohol- Open up new sponsorships for the kegs?
 - Entertainer- Who do you know? If we could get someone to do for free, that would be great. They are on there for 4 minutes. The more simple the better. The goal is to get people's minds off of the failure. Wanting to change the mood.
 - First Story Teller, then 70 seconds of silence, then entertainer. Then go through the same sequence again. Story tellers aren't paid- Failure drives people and creates a beautiful story. Who do we know that can be a story teller?
 - Capacity- Maximum 400 people.
 - Promotion- Can't put anything in writing until June 1st.

Committee Reports

- Marketing- Taking a ton of video's for promotion/testimonials. Nancy Vanas will send Katie information from National testimonies.
- Fundraising- Sponsors are getting their value and VIP treatment. Amanda Monroe for Farm Bureau is the next event sponsor.
- Community Outreach
- Scholarships- Apply to have a broker class, ABR, or something to help you advance your personal career. Figuring out money/budget for that. Working on developing "scholarship" program. Good recruiting tool.
- Hospitality- Julie Fox lost family member and Sandra sent a card on behalf of us. Sandra will get gift card for Verl Werkman \$100.
- Golf Committee- Susan and Jason will be a head of that. Bryan and Phil Korbi, Ben K will be on that. July 19th is the golf outing.

Committee Motions

New Business

Nancy Vanas- Governor 2018

-*WCR website*- Do you have the PMN designation, do you work with RPAC, is your profile filled out? Ceremony/Honored in Washington DC for PMN. April 2nd, 3rd and 4th.

-*Support*- Make sure we have everything that we need for Western Michigan Network. If we ever have questions feel free to ask! She can connect us with other Networks.