

Monday, June 11, 2018

Women's Council of Realtors, Western MI Network

Board Meeting #3 at 770 Kenmoor Ave SE, Grand Rapids

Call Meeting to Order- 2:12PM

Meeting Adjourned- 3:41PM

Excused Absence-Amanda Bruggink, Katrina Cole, Sandra Swanson, Ashley Dietch Shaefer

Attendance- Brooke Sines, Katie Munding, Nancy Vanas, Jason Lovell, Corrin Timmer, Brooke Finlan, Jeannie Berger, Lindsey Dykstra, Jeannie Berger, Bryan Newell

Approve Minutes from Previous Meeting- ***Forgot to print so approve next meeting***

Board Reports

• President

- 1) *Membership Retention-* Keep recruiting. We did a great job at the beginning of the year but need to keep pushing this and making sure we retain our current members.
- 2) *Ticket Pricing for Next Year-* Would like to see ticket gap for members vs. non members at \$20 for next year. \$15 is good for this year as we are still experiencing growing pains with the new structure.
- 3) *Facebook/Email Requests-*Should we send out emails for other brokerages/industry events? We can have more presence and support these if it is presented as a WCR co-sponsored event and member benefit sponsorship opportunity (WCR members get the membership discount). We'd also have to have a table at these events. Next year lets change up sponsorships where you can get a certain amount of posts on

our Facebook page (Think into how to create new sponsorships and think about allowing more presence).

- 4) National Website Updates- Completely redoing their website. If you guys have anything that you want to see (easier member searching to find other people from networks, how to upload our events to the national website) email Liz Rhoda. Think about “What would help you use this website?”
- 5) *Elections for 2019*- Goal to have everyone elected before October which is the Leadership Day. We need to ask for applications 60 days prior so that puts us in August to start. Membership Rally- Move up this event and then have the members come before for the election process. Plan: Wednesday August 15 is Membership Rally. 3-4PM for elections and then our Rally afterwards. We will put the resume form in our Facebook post. Brooke (president elect)- Look at list who wants to be on the Board and ask them to be committee heads if they don't get elected for 2019 board.
- 6) *Realtor/Strategic Partner Ratio*- Skipping today
- 7) *Monday Morning Mojo Change*- Changing to Wednesday's to gain new crowd at these events.
- 8) *June 21 Event*
 - Further Promotion and Registration- We have 27 people signed up. How do we get in the 60-70 people marker? Solution: We can all share and post on our Facebook. Everyone in this meeting needs to ask 5 people to this event. Note, a lot of sign ups came in the week before for our last event but keep pushing this.
 - Announcements/Business at June 21st Event
 - Overview of Changes to WCR and Why
 - Promote Golf Outing- Everything is ready to go.
 - Upcoming elections
 - Thank Sponsors, Introduce Speakers, etc.

9) *State & National Events for Rest of Year*

-Regional Retreat: June 13-15th in Green Bay - Early Bird \$250

- Leadership Academy: August 1-3rd in Chicago

- MR Convention: September 26-28th in Traverse City- Let Liz know if you're interested. Registration for rooms start this week Wednesday.

-NAR Conference: October 31-November 4th in Boston

- **President-Elect**

- **Treasurer** - Review P&L

- **Secretary** - Survey feedback: Meetings are too long and the food is terrible. Next meeting lets talk about improving this for 2019.

- **Membership** - Created an "exit interview" for members that didn't renew their membership. Also willing to meet with them! "We miss you/want you back at WCR. If you're willing to try out our event again, email me for a code. Here's the link to become a member again."

- **Program Director**

- 1) June 21st Event Details - Sponsor, Inspiration Speaker, Presentation, etc

- 2) Failure Lab- Diversify and not have as many white people. So far here is our job lineup- Author, She-Fit (On Shark Tank), Pastor, Lender and prison story, Rebel.-

- 3) In July, Brooke and Lindsey are going through new venues for our events for next year.

- 4) Christmas Party- Lindsey and Brooke will plan this. Need to come up with a theme. 80's prom?

Committee Reports- Remember to meet with your committees to make sure everyone that was interested in serving are being utilized/engaged.

- **Marketing-** Share events otherwise people won't know about them.

- **Fundraising/Sponsorship**- Membership Pep Rally or Emerge for sponsorship.
- **Community Outreach** - Working on developing “scholarship” program. Launching in 2019. Look over the Grant Request form. Get rid of 1-4 and just have it be name, address.
- **Hospitality**

Committee Motions-Changing date for the Membership Pep Rally to August 15. Elections from 3-4PM. Event from 4-6PM. Motion to move- Bryan. Motion passed. Hire Jenine Runey as the accountant to monitor quickbooks and audit. It will save us a lot of money. Motion to move- Katie. Motion Passed.