

Thursday, October 4, 2018

# Women's Council of Realtors, West MI Network

**Board Meeting #4 at 3333 Deposit Dr NE, Grand Rapids MI 49546**

**Call Meeting to Order-** 1:10PM

**Meeting Adjourned-** 2:07PM

**Excused Absence-** Liz Rhoda, Jason Lovell

**Attendance-** Brooke Sines, Katie Munding, Corrin Timmer, Brooke Finlan, Jeannie Berger, Lindsey Dykstra, Bryan Newell, Katrina Cole, Sandra Swanson, Ashley Dietch, Amanda Bruggink.

**Approve Minutes from March Meeting-** Ashley motioned and Bryan seconded. No further discussion. So moved.

**Approve Minutes from June Meeting-** Bryan motioned and Ashley seconded. No further discussion. So moved.

## **Board Reports**

• **President-** On Maternity Leave

• **President-Elect**

1) *Member retention*-Continue recruiting and reaching out to members from the Pep Rally. Members that joined this year are from our personal friendship list/people we've worked with. Keep asking!

2) *New Members*

A. How to keep track of them better? Create a google spreadsheet with different columns for us to keep track better. Part of that google sheet should have a "Create a welcome email sent" column.

B. Create Goal for membership for 2019. When Lola was president we hit the Mega Chapter in WCR which means that we had over 100 members.

C. Dues are going up in 2019

3) *Brochures Printed and GRAR Orientation*- Create a general brochure and then print 100 of them (This will save on money for the year). Sandra will print them off and then get them to Brittany at GRAR. Brittany will hand these WCR flyers out at the new student orientation.

4) *Wednesday Morning Wake Up*- Wednesday the 10th is our next one. Brooke will bring WCR banner stand and pay for the coffee.

5) *WCR West Michigan Name Change*- Change from WCR Western Michigan to WCR West Michigan.

A. Bryan made the motion and Sandra seconded.

B. Discussion followed: Ashley asked what cost it will have-? We know we need to get a new banner stand and logos from National. Also, any discussion regarding naming it Grand Rapids chapter versus West Michigan? (Lakeshore sometimes gets lumped into West Michigan)

C. Vote to change the name to WCR West Michigan as long as the cost stays below \$250. Everyone passed it. No further discussion so moved.

6) *Recap Failure Lab*- Marketing was on point and Lindsey and Brooke did a great job planning this and being the MC's.

A. Ideas for next year: Sponsors banners up at the event (Example is Midstate for Platinum sponsorship) Sponsorship, Events and Marketing need to work hand in hand so that we know sponsorships beforehand. Sponsors need to be on the programs for next year.

B. Ideas for next year: Hard night to do something on because of sports. Should we do a Saturday night for this event next year? Brooke Finlan is working on the

calendar of events already. Watch the football schedule to make sure it's not a Michigan/Michigan State game.

- C. Get a quarterly form filled out so you get recognized for National for how well Failure Lab went

7) *Review Calendar for rest of Year*

- A. October 18- Emerge (held at Celebration Cinema)- Happy Hour is open to anyone and everyone. Make sure to promote it on our social media. Brooke will bring WCR Banner Stand and bring brochures of WCR to this.
- B. Christmas Party Planning- November 30. The date changed and theme is a White Christmas. Event is at Clearwater this year. Remember that set up takes a lot of time so if we could all come the day of to set up, that would be great. They are meeting with Clearwater on the 23rd at 2:30PM and will ask them if we can get in early for our event.
- C. State Leadership Day- Friday 10/19 from 9AM to 3PM- Anyone signed up for the Board for next year should come.
- D. NAR Conference is October 31- November 4 in Boston.

- **Treasurer** - Review P&L- Jason is not in attendance and will send board to review ASAP
- **Secretary**- Training Kendra for 2019
- **Membership**
- **Program Director**- Brooke is working on the calendar for next year. If we know any speakers, let her know.

**Committee Reports**

- **Marketing**

- **Fundraising/Sponsorship**
- **Community Outreach**
- **Hospitality-** Jen Conner and Meghan Tefft are having babies and send them a note from WCr. Nicole Rinks just went to Key Realty and congratulate her for her new role in a card as well.

### **Committee Motions**

**Any other new Business?-** Project Team leaders under the committee to make each event a success and so nobody gets overwhelmed.