

WCR 2017 Governing Board Meeting Agenda

2/9/17

Kent County Country Club

President- Ashley Dietch-Schaefer (Present)

Present: Ashley Dietch-Schaefer, Lisa Coe, Donna Tashjian, Lisa Vanderloo Mosier, Amanda Monroe, Mallory Strotheide, Sandra Swanson, Marci Terryn, Bryan Newell, Katrina Cole, Dana Mixon

Absent: Liz Runey

- I) **Call to Order and Welcome-** 11:20am- Ashley Dietch Schaefer
- II) **Approval of Agenda-** Approved- 11:21am- Dan Mixon
- III) **Approval of January Meeting Minutes-** 11:21am
- IV) **Recap of Last Meeting**
 - a. **Membership Goals-**
 - i. Marci is doing a great job getting membership up
 - ii. Pins that say "Ask me about WCR" may be a good idea
 - iii. Sitting at different tables and reach out to unfamiliar faces
 - iv. Reserving Seats prior to meeting so that tables don't fill up
 - v. Website- Join Us- Tab- wcrwestmichigan.com
 - b. **Today's Program-**
 - i. Sponsor spoke way too long- limit to 3 minutes
 - ii. Inspiration was amazing and it was nice to have a short story rather than just reading a quote
 - iii. Create an example for them so they know what to talk about
 - iv. Nice to see different sponsors vs the same year after year
 - v. Need water and coffee refills for tables
 - vi. Need clicker for Power Points
 - c. **Sponsorships-**
 - i. Benchmark wants to sponsor for yearly, but we promised only 1 sponsor from each industry
 1. Give something else instead? Maybe free program passes ect.
 2. Yearly Mixer Sponsor? ? ?
 - ii. Spotlight Sponsors are:
 1. Midstate Title Agency
 2. Consumers Credit Union
 - iii. Program Sponsors are \$350.00
 - iv. Meet your Match Sponsors-
 1. LMCU
 2. Mortgage One
 3. First American
 - v. Sponsors need to be sent to Donna to invoice

V) New Business

a. March Breakfast Event

b. Calendar of Events

- i.* March Madness Event- The Pubb
- ii.* Beer/Wine Tasting Event
- iii.* New Member Orientation in March as well
- iv.* May 11- Business Etiquette
- v.* June 8- Dave Wienandy- Public Speaking
 - 1.** Toastmasters would be a great sponsor
- vi.* September- home renovations (panel)
 - 1. Mixer in Sept too**
- vii.* October – Kris Larson- DGRI
- viii.* Midyear Conference in DC- May 15-20th
- ix.* State Meeting- Tuesday Feb 14th – Achieve Conference →
 - 1. Lunch- 11:30am-4:30pm
 - 2. Motor City Casino- Detroit, MI

c. Special Events- start golf outing planning and mixers

- i.* Ashley will chat with Liz about ideas for mixers and locations ect
- ii.* Lisa Vanderloo- Bowling Event?
 - 1. The Clique?
- iii.* Golf Outing Committee- Jason is in for heading this up another year
- iv.* March Mixer- Friday 3/24/17
 - 1. Location TBD
 - 2. Doing it at one location will help (coincide with orientation)

VI) Committee Reports

a. Budget and Financials- Donna Tashjian

- i.* P & L for January- Approved- Lisa Coe, Marci Terry 2nd

b. Events- Liz Runey (Absent)

c. Membership- Marci Terry

- i.* Dana is going to buy extra tickets to speed dating to pass out to realtor members in office so that it entices them to join WCR

d. Ways & Means- Bryan Newell

- i.* 4 more spotlight spots available - \$750.00 each (lending and title are taken)
- ii.* Ideas- appraisers, david clark, ect

e. Marketing- Lisa VanderLoo Mosier and Katrina Cole

- i.* Lisa needs wcr.org access
- ii.* Needs event info for March so we can advertise
- iii.* New Members on Facebook-
 - 1. Marci to post to the Facebook Page
 - 2. Tag them and their business too
 - 3. Post and then go back and tag- it works better
 - 4. Weebly- Ashley needs access to it so she can get an idea of head count for breakfast
 - 5. Print outs show whether members or non-members registered

6. Membership discounts and people getting them that are not members

f. **Hospitality-** Sandra Swanson

VII) Miscellaneous Items-

- a. WCR Specific Closing Welcome package
 - i. New York Life (example)
 - ii. Realtor would give to buyer or seller at close
 - iii. WCR package will have outside sources for them to reach out to
 - iv. Maybe hand out in beginning of process, rather than end

VIII) **Next Meeting-** March 9th, immediately following Breakfast Program

IX) **Meeting Adjourned-** 12:24pm