

WCR 2017 Governing Board Meeting Agenda

5/11/17

Kent County Country Club

President- Ashley Dietch-Schaefer (Present)

Present: Ashley Dietch-Schaefer, Lisa Coe, Donna Tashjian, Lisa Vanderloo Mosier, Amanda Monroe, Mallory Strotheide, Katrina Cole, and Liz Runey

Absent: Marci Terryn, Sandra Swanson, Dana Mixon, and Brian Newell

- I) **Call to Order and Welcome-** 10:44am- Ashley Dietch-Schaefer
- II) **Approval of Agenda-** Approved- 10:45am
- III) **Approval of March Meeting Minutes-** Approved 10:46am
- IV) **Recap of Last Meeting**
 - a. **Today's Program-**
 - i. Attendance was down- next time put her face on things and picture on marketing to help people realize who the speaker is and give them more of a reason to join
 - ii. Survey results were very good – all 4's and 5's
 - iii. Post on personal facebook pages to help remind everyone – Share WCR's facebook posts – join and invite friends to the Facebook event
 - iv. Start advertising golf mixer and June breakfast ASAP – will go Live today
 - v. Maybe do personal phone calls – Each take 5-10 people
 - vi. Add to calendar and invite friends to your calendar event
 - ***If you're going to miss a board meeting- you need to let Ashley know ASAP, as it is imperative for us to be prepared for the program and meetings.***
- V) **New Business**
 - a. **Calendar of Events**
 - i. **Golf Mixer-**
 - 1. May 24th is the date- Thornapple Golf Club
 - 2. Golf lessons- 3-4pm and mixer is 4-5pm
 - 3. Golf pro will be there
 - ii. **Golf Outing-**
 - 1. Biggest obstacle is people signing up alone and then assigning people to "teams"
 - 2. 4 some are up for sign ups along with sponsorships
 - 3. Ashley already has a handful of sponsorships – reach out to Susan Pastoor if you know of any sponsors
 - 4. We need 17 hole sponsors, lunch sponsors, drink sponsors, dinner sponsors, putting, ect. (23 sponsors are needed)
 - iii. **June Breakfast- June 8th – Public Speaking**
 - iv. **Lots of changes coming next year –**
 - 1. **Elected positions- only 2 next year**

2. Strategic partners vs Affiliates

- v. **Holiday Party- Liz needs help! ☺ Liz will reach out to you ☺**
- vi. **Mixers-**
 - 1. Another Meet your Match Mixer?
 - 2. Some kind of “Member Only” Event
 - a. Bring a realtor and get in for free (for example)
 - b. A very “exclusive” event- something that would entice people to become members
 - c. Maybe give WCR Members an open bar at the Christmas Party or WCR Party before the MR Convention

VI) **Committee Reports**

- a. **Budget and Financials- Donna Tashjian (absent)**
 - i. We had a small loss in March
 - ii. April \$734.00 Net loss- Sponsorship money was \$300 and that was not included in this loss
 - iii. Our breakfast in March was a break even
 - b. **Events- Liz Runey**
 - i. **June Event-** Dave Weinandy- Aquinas College
 - 1. **Inspiration-** Kristen Brace- Creative Youth Center
 - ii. **September Event-** Maybe Josh Smith? Would like to have a contractor come talk about renovation products and what is feasible and how we can articulate those with our clients
 - iii. **October- something inspirational**
 - c. **Membership-** Marci Terryn (absent)
 - d. **Ways & Means-** Bryan Newell (absent)
 - e. **Marketing-** Lisa VanderLoo Mosier and Katrina Cole
 - i. June program will be up on the website and Facebook page ASAP
 - ii. Golf Mixer will be up today
 - iii. SHARE the events on your personal facebook pages and with your office ☺
- Hospitality-** Sandra Swanson (absent)

VII) **Miscellaneous Items-**

- a. Be sure to sign up and PAY for breakfast early
- b. There is an Ambassador program through WCR where you can go to DC and be involved on a National Level- they are looking for more applicants
- c. There are some changes coming next year
 - i. 4 required programs
 - ii. Partnership Levels
 - iii. Affiliates can participate in “Project Teams”
 - iv. Realtor Members and National Affiliates vs Strategic Partners
 - v. Terms are changing- “Candidate Review Team” instead of Nominating Committee

VIII) **Next Meeting-** June 8th, immediately following Breakfast Program

IX) **Meeting Adjourned-** 11:47am

