

# WCR – West Michigan Chapter

## *Executive Leadership Governing Board: Meeting Minutes*

*January 12<sup>th</sup>, 2016 ~ 9:07AM – 10:41am*

*Blue 35 Building – 35 Oakes St SW- 5<sup>th</sup> Floor*

**President:** Ashley Dietch-Schaefer (Present)

**In attendance:** Ashley Dietch-Schaefer, Lisa Vanderloo, Liz Runey, Katrina Cole, Dana Mixon, and Mallory Strotheide.

**Absent:** Marci Terryn, Sandra Swanson, Brian Newell, Lisa Coe, Brian Newell

- I. **Call to order:** 9:07 AM – Call to order by Ashley Dietch-Schaefer
- II. **Agenda Approved** – Approved the agenda for today’s meeting
- III. No Meeting minutes to approve
- IV. **Recap of Strategic Planning Meeting-**
  1. Phone Calls are working to get expired members to renew- Ashley has had 3 new calls of members renew
    - i. List is outdated need to update that
    - ii. [Wcrwestmichigan.com/joinnow](http://Wcrwestmichigan.com/joinnow) → Katrina Cole is going to email us the info
    - iii. Calls done by end of month- realtor membership expires at end of month (Jan. 31<sup>st</sup>) → Update Ashley on the status of your calls
    - iv. Ashley to do video inviting people to attend meetings
    - v. Maybe ask speakers to do a quick 30 second promotional video for us to have 2 weeks before program
  2. Sponsorship- Brian Newell is in charge of this-
    - i. Annual Sponsorship first get offered to previous annual sponsors- they will get an email with a deadline
      - i. 8 Gold Sponsors
      - ii. Need to get pricing for Premium Sponsor(s) and how much they are...

- iii. Ashley would like to change the Annual Sponsors →  
Would like to have Annual Sponsors automatically get sponsorship for Christmas and Golf Outing
- a. Levels are needed because some sponsors can afford more than others
  - b. We need to know what we “need” to get for total yearly sponsors to make it work for the year 2017
  - c. Handoff on Sponsorship- Katrina did she handoff to Brian?
  - d. Communication was disconnected last year with sponsorship and membership
  - e. Different sponsors would be nice – not just “normal” affiliates → Get other sponsors who are not necessarily in our industry but indirectly a part of our industry (ex: Costco, Staples, Edible Arrangements, Monica’s Cookies, ect)
  - f. Realtors who are members of the Board cannot sponsor meetings or be Annual Sponsors → Conflict of Interest
  - g. Mad Mimi- Katrina gave Ways and Means the login so they can see what is going on → Ashley would prefer only 1 person using it for simplicity.  
\* Katrina has it under her personal account
  - h. Dana Mixon has ROI staging- can she sponsor? She feels like she shouldn’t be up speaking advertising her company since she is a board member. What is our stance on that?
  - i. Should we give awards within our Board and also outside to members who are not on the Board? Board members typically are awarded and recognized as Realtor of the Year and Strategic Partner of the Year and Dana would like to see that changed to try to get more people involved and make them feel welcome.

## V. New Business:

### 1. February Breakfast and Event → Liz Runey

#### i. Watermark does not have any of the dates we want

##### i. Other venue options →

a. The Bluffs on 28<sup>th</sup> Street- Bruce Bylsma – slightly less than Watermark's pricing

i. May and June are not available

b. Cascade Country Club → Great option

i. Rooms are beautiful- will do Breakfast and are not that bad as far as price

ii. Mallory will call them today

c. Kent Country Club- Katrina Cole to call them

d. Holiday Inn- Liz to reach out to

e. Hilton- Liz to reach out

f. GOAL- get venue nailed down tomorrow

#### • For February Event- HBA is speaking- Andy Lofgren

○ Trends on who is buying and where are they coming from

○ Lots of Statistics on 2016 and what we can expect moving forward in 2017

○ Who are the builders we should reach out to

○ Waiting to hear back from Julie Reitberg with GRAR to give association update

○ Inspiration- Dana will ask Toast Master → No one is confirmed for February yet

### 2. Calendar:

i. February 9- Breakfast Program

February 23- "Meet Your Match"

March 9- Breakfast Program

April 13- New Member Orientation & Mixer

May 11- Breakfast Program

June 8- Breakfast Program

July- Golf Outing; exact date TBD

September 14- Breakfast Program  
October 12- Breakfast Program  
October- YPN Meets WCR; exact date TBD  
December- Holiday Party; exact date TBD

3. Special Events- start golf outing planning
  - i. Jason Jenkins- Ashley will reach out to him to see if he can help → need to get dates reserved- golf courses are already booking up for Spring/Summer
  - ii. Get committee to plan it – let Ashley know if you know someone who is interested
  - iii. Tentative Date- July 14<sup>th</sup>, 2017
4. Holiday Party → start looking for venue – those events are booking up also

## **VI. Committee Reports**

1. **Budget and Financials** – Donna Tashjian (Not Present)
  - i. Ashley has questions... Will have to wait to approve until we speak to Donna
2. **Events**- Liz Runey
  - i. Looking for Venues for the year still- we split up tasks to finalize that above
3. **Membership**- Marci Terryn (Not Present)
4. **Ways & Means**- Bryan Newell (Not Present)
5. **Marketing**- Lisa VanderLoo Mosier & Katrina Cole
  - i. Lisa wants to update website with Board Members and Committee Members
  - ii. Lisa needs access to National Website – to list events incase people accidentally go there instead of our website
  - iii. Photos for every program will be taken either by Jamie or Lisa
  - iv. PowerPoint- needs to be re-vamped → Google Doc Presentations instead maybe? It's in the Cloud which is nice
    - i. Reinforce the "Brand"
    - ii. Prezi- Ashley has that account
    - iii. We want Music for the PowerPoint
6. **Hospitality**- Sandra Swanson (Not Present)

- i. She will print name tags and list and needs to have that info from Marketing

**VII. Miscellaneous –**

1. Dana brought up the point of maybe having a company take care of our technology for us
2. Dana knows several people who are fast and amazing and she could put something together that was awesome and could possibly help with Marketing things as well → Dana will get Quotes
3. Social Media Help—Facebook for example
4. Gifts for Speakers- Hospitality to take care of → Typically allocate \$100 per event for Speaker Gifts
5. What about getting a speaker and paying them- a “Big Name” → May Program would be a good draw

VIII. **Next Meeting-** February 9, 2017 immediately following Breakfast Program

IX. **Meeting Adjourned-** 10:41am