

WCR – West Michigan Chapter

Executive Leadership Governing Board: Meeting Minutes

January 14th, 2016 ~ 9:30 AM – 10:30 AM

Watermark Country Club

President: Lisa Coe

In attendance: Shelley Frody, Ashley Dietch, Katrina Lockard, Lisa Vanderloo, Jim Vanas, Donna Tashjain, Andrew Mosley, Mallory Strotheide, Ryan Kelley, Sandra Swanson, Jeanine Herlacher, Nancy Vanas

- I. Call to order – 9:30 AM
- II. No minutes from last month to approve
- III. Treasure Report: Missing money from Barbara Corcoran Event
 - i. Sponsorships from Barbara event needs totals
 - ii. Katie from Flagstar is looking into the billing department for Flagstar Bank – They were the front line sponsor and currently unpaid (presumed)
- IV. Committee Reports
 - A. Education Report: MMLA joint breakfast in February for WCR program. 8:30 AM January 15th meeting to discuss. MMLA is lowering price for meeting and WCR and MMLA are each keeping track separately of their attendees. March program will feature John Zimmerman of the 5/3 River Bank Run
 - B. Membership Report: We are looking for an Ambassador of Membership volunteer. Focus on membership retention. We are heavy affiliate memberships, we need more Realtor members so we can gain the “Mega Chapter” status. Currently we are 50% affiliate to Realtor memberships and need to be affiliate membership under 30%. Looking for a social media volunteer (Sue possible) – New members will get a 30 – 45 second “pitch” on Youtube or Facebook page to promote their business. Looking to keep all members in the

loop of monthly programs and news updates via email and Facebook page.

- C. Ways and Means: Currently 8 GOLD sponsorships available @ \$600 each – We are adding two (2) more GOLD sponsorships. One (1) platinum sponsorship – Flagstar Bank. Two (2) lunch sponsors @ \$250 each – They will now get a marketing table by the front entrance to the event along with an opportunity to speak in front of the Chapter for a quick business promotion. They also reserve the right to create before or during the event a short video that will be posted on our Youtube and Facebook page. ~ Table sponsors @ \$100 each is increasing to \$150 each and they reserve the right to place promotional items on each table and can offer a “giveaway” to attendees.
- D. Hospitality: We no longer have a chair –
New Chair Elected – Sandra Swanson.
- V. New Lines of Business Discussion
 - A. Golf outing – Jason may take the lead, Ashley has connected with him, more follow up to come.
 - B. Christmas party planning – Will be asking Dana to take the lead, more follow up to come.
- VI. Next meeting time and place:
February 11th, 2016 – 11:30 AM @ Watermark Country Club
- VII. Meeting adjournment: 10:25 AM