

WCR – West Michigan Chapter

Executive Leadership Governing Board: Meeting Minutes

October 13th, 2016 ~ 11:32 AM – 1:10pm

Watermark Country Club

President: Lisa Coe (Present)

In attendance: Ashley Dietch, Dana Mixon, Donna Tashjian, Shelley Frody, Jim Vanas, Sandra Swanson, Anthony Mosely, Lisa VanderLoo, Katrina Cole, Mallory Strotheide

- I. Call to order: 11:32am
- II. Agenda Approved: made changes to agenda before approving; marketing report to be added; tickets for raffle removed; also approved last meeting's minutes
- III. Financial Report: August and September statements were reviewed and approved
- IV. New Business:
 - a. 2017 Officer nominations
 - i. President- Ashley Dietch
 - ii. President-Elect- Dana Mixon
 - iii. VP of Membership- Marci Terryn
 - iv. Treasurer- Donna Tashjian
 - v. Secretary- Mallory Strotheide
 - b. Nominations for WCR Realtor Member of the Year and Strategic Partner of the Year 2017- Lisa VanderLoo will send out survey; will also ask for committee volunteers; facebook & email; must be a member to be eligible; prize for winners "Marketing Package"
 - c. Holiday Party- 12/7/16 @ McKay Tower 5:30-11:30pm
- V. Education & Events Report: Mallory Strotheide- Planning January's program "Failure Lab"; ideas for speakers are Diane Griffin, Diana Seager, Roslyn Bliss, Judy Welch, Jordan O'Neil; "Fierce Conversations" another future program idea

- VI. Membership Report: Jim Vanas- total # 130 range?, google spreadsheet, send member list to board; new member Lynn Goss with Talmer Bank; inquiries made by Julie Fox and Katie VanDyke; idea for magnetic name badges; idea for WCR member cards
- VII. Ways & Means Report: Katrina Lockard- Not Present; need sponsors for the Holiday Party; 8 table sponsors for \$400; \$600-800 for drink, entertainment, and gift sponsor; Dan Grzywacs from Mortgage 1 complained the sponsorship amounts were too high; Here is the list of confirmed sponsors so far-
 - a. Marquee- Talmer Bank
 - b. Valet- Best Homes Title
 - c. Décor- Midstate
 - d. Dessert- Benchmark
 - e. Emcee- Five Star, Jackie Root
 - f. Gift- City2Shore
- VIII. Hospitality Report: Sandra Swanson; nothing noted
- IX. Marketing Report: Lisa VanderLoo/Katrina Cole- boosted event this month; more likes & hits; facebook posting is good, nice variety and consistent; wcr.org needs link under “programs” to our local website; affiliate roster needs to be updated
- X. Next Board Meeting: TBD
- XI. Meeting adjourned: 1:10pm