

WESTERN MICHIGAN CHAPTER
REGULAR MEETING OF THE GOVERNING BOARD
MEETING MINUTES

Date: Wednesday October 14, 2015
Time: Meeting began @11:41am
Place: Van Dyk Mortgage
Presiding: President Shelley Frody
Addendees: Present: Shelley Frody, Amy, Hayes, LouAnn Bryant, Donna Tashjian, Mallory Strotheide, Lisa Vanderloo (Mosier), Catie Richert, Anthony Mosely, Kim Frejeris, Ashley Dietch, Katrina Lockard
Absent: Dann Mulder, Katrina Cole

GOVERNING BOARD ACTIONS:

- I.** Motion to approve the minutes from the previous meeting. Moved, seconded and approved.
- II.** Motion to approve meeting agenda. Moved, seconded and motion approved.

III. Leadership Report:

- Discussion of New Leadership for next year
 - Lisa Coe recommendation is Ashley Dietch for President-Elect
 - Shelley Frody recommendation for Secretary – Ryan Kelley?
 - Events/Education – Mallory and Jeanine Herlacher (sp?)
 - Membership – Anthony Mosley
 - Marketing – Lisa Vanderloo Mosier & Katrina Cole (maybe?)
 - Ways & Means – Katrina Lockhard
 - Hospitality – LouAnn Bryant and Patricia Kasten (sp?)
 - Others wanting to serve: Micki Ackerman (Events?), Dana Mixon (not sure where to fit her yet), Jim Vanas (maybe Membership?), Jackie Root (Ways & Means? Education?), Ginger Prins Herman, Larissa Frody(?) Ashley's Buyer's Agent
- New Member Orientation: Too much to put together at this time with only one new official member. Make the next one awesome!!!!
 - Maybe a joint event with the YPN Emerge (October 28, 2015) at New Vintage Place from 2-4pm or do the New Member Orientation right after the Emerge Event SET DATE!?
 - Maybe we need more of a “wow factor” to draw in new members such as EMERGE does – An Exclusive WCR Member Event (bring a friend who could sign up)
- October 15th Luncheon
 - Barbara Corcoran Ticket to give away at Luncheon
- Barbara Corcoran Tickets to Sell/Ticket Sales
 - Use Square Cash App for collecting payment to remove barrier (refer to

Donna / Ashley's explanation email to come)

- Make sure to fill out the ticket tracker correctly
- MUST SELL TICKETS to make up for the difference right now!!
- We have sold 302 tickets
 - Market to many associations outside of GRAR
- Barbara will be speaking on her story, entrepreneurship, business-building, etc.
- Other Marketing Ideas:
 - GRCC memo, business people, chamber of commerce, keep forwarding the info to contacts, GFS, GR Chamber, DGRI/Experience GR, Wolverine Worldwide, Plante Moran, Econ Club, Aquinas/Davenport, GRAR facebook page again, Amway, Spectrum, St. Mary's, Destination Consultants, WCR Lakeshore? Kalamazoo Association, Lansing Association, Meijer Corporate, WCR Mixer, Emerge, October WCR Luncheon (WCR Members wear lanyards with Barbara Corcoran info), specific brokers of Real Estate Agencies (everyone divvied out different brokers), maybe some specific banks?
- Shelley will keep track of the tickets sold every few days for WCR updates
- Remind people that doors open at 8:30am
- Tickets will be mailed out soon (received within the next week)
- New Member Sign Up Spot Also
 - Incentives to bring new members: Sign up today and get the October luncheon free for new members signing up **AT** the September Luncheon
 - Schedule the videos for getting current members to bring in new members & "boost the post" on facebook
- October Luncheon – speaker from "The Right Place"

IV. Financial Report: Donna reported Profit/Loss YTD and September for Barbara Corcoran Event

- Discussion tomorrow on potential final invoices for the event

V. Events & Education Report: Done after tomorrow's event for the year!

VI. Membership Committee: Anthony reported that there was an uptick in membership – a lot of people signed up at the last luncheon!

VII. Christmas Party: Date: December 9, 2015 – Tentative

- No discussion today

VIII. Events and Education Committee:

- No Updates

IX. Marketing committee:

- Nothing new reported

X. Ways & Means Committee:

- No new updates

XI. Hospitality Committee:

- No new updates

Barbara Cochran: Barbara group is meeting weekly to get prepared

Meeting was adjourned 1:11

Next meeting, November 24th, 2015 at 11:30 am - Location at Kent County Land Bank

Minutes taken by Catie Richert

Ground Rules

Roberts Rules of Order will facilitate discussion during Governing Board Meetings

Please turn off all cell phones

Please refrain from sidebar conversations while meeting is taking place

Stick to topic being discussed

Be courteous in your response and agreement or disagreement