

# **WCR – West Michigan Chapter**

## *Executive Leadership Governing Board: Meeting Minutes*

*March 10<sup>th</sup>, 2016 ~ 11:27 A.M. – 1:10 P.M.*

*Watermark Country Club*

President: Lisa Coe (Present)

In attendance: Ashley Dietch, Shelley Frody, Lisa Vanderloo, Donna Tashjain, Mallory Strotheide, Ryan Kelley, Sandra Swanson, Katrina Cole, Anthony Mosley, Katie Munding, Donna Nixon, Amy Haynes

- I. Call to order – 11:27 A.M. – Prayer from Lisa Coe
- II. Agenda Approved – Previous minutes approved
- III. Treasure Report: Donna
  - a. Received plaque for donating & will hang up at GRAR – donations need to continue to maintain credential
  - b. Need to get check from MMLA & we will be profitable for Feb lunch
  - c. Lola asked to be paid to go to Frankenmuth to be recognized as Realtor of the Year.
    - i. She needs to ask State Chapter for reimbursement – Local Chapter will not cover this expense.
  - d. Budget for 2016 - Approved
- IV. Committee Reports
  - A. Education Report:
    - a. March Mixer & Orientation – Registration not open yet
    - b. March 31<sup>st</sup> – 4:00 – 7:00 P.M.
    - c. Katrina says sponsorships for mixer will be wrapped up next week & next month's sponsorship too
    - d. Raffle – gift ideas
      - i. White Caps or GR Drive
      - ii. Insurance members can contribute items of value
      - iii. Send Out Cards

- e. Anthony has full list of affiliates & Realtor members & will send to Katrina – Will send out to everyone (members only event for the mixer) – Must join to enter the event – We will have someone at the table to take applications for new members & have all lanyards ready for members – NO ENTRY without becoming a member – Enrollment will end Monday before event
  - f. Boards members will call new members to personally invite – Katie M volunteered to call new members also
  - g. April 14<sup>th</sup> – Peter Secchia – Leadership Skills
  - h. May 19<sup>th</sup> – Matt DeLaCruize
  - i. June 9<sup>th</sup> – No one is set as speaker as of now
    - i. Ashley has a friend from Hello West Michigan – Cindy Brown \*Potential speaker\*
  - j. May might change to Sept. – location may change to be closer to REBAR
  - k. Donna – Registration March program – need to have a better way to sign in members & guests and have a list of people pre-registered – Ashley shared her methods from last year
  - l. People are showing up around 8:30 A.M. – We need to have people at the registration table earlier than that set up and ready to go – Sandra will bring a roster of who is registered each month
  - m. Sponsors need to specify who their 2 free guests are
  - n. Lanyards need to be branded with WCR logo so they are not so plain
  - o. We need to focus on being smooth and functional as we welcome guests and registered members
- B. Membership Report: Anthony Mosley
- a. How do we increase membership?
    - i. 55% of membership is Realtor agents
    - ii. Realtors are not coming to WCR
    - iii. Why do people join groups?
      - 1. Fulfilling a need in their life
      - 2. Companionship /common beliefs

### 3. "What's in it for me?"

- b. Realtor members need to build up WCR to other Realtors & share the value
- c. Use "being an influence center" to recruit new Realtor members
- d. Ashley & Shelley shared why they personally joined WCR
- e. We plan to make short videos promoting WCR & boosting the posts on Facebook
- f. Katie M can help put the videos together

#### C. Ways and Means:

- a. We will have sponsorships for appreciation event & upcoming programs
- b. Lisa will call Nancy Vanas & Jim Vanas to see their commitment level to our local chapter – they have not active in leadership – Replace them with other members if they don't want to be part of our board

#### D. Hospitality Report: Sandra Swanson

- a. Recognize people that has life events or something great we should be pointing out to everyone

#### E. Golf Outing: Ashley & Jason

- a. Ashley and Jason will be meeting to get all details lined up for the event

#### F. Christmas party: Katie M

- a. Katie will help plan event with Dana and Katrina
- b. Possible venues – BW3 on 28<sup>th</sup> st
- c. Multiple venues to choose from & we will decide in the near future where the event should be held

#### G. Washington D.C. event in May – Frankenmuth event in June

#### V. Next meeting time and place:

April 14<sup>th</sup>, 2016 – 11:30 AM @ Watermark Country Club

#### VI. Meeting adjournment: 1:10 P.M.