

WCR – West Michigan Chapter

Executive Leadership Governing Board: Meeting Minutes

April 14th, 2016 ~ 10:55 AM – 11:57 AM

Watermark Country Club

President: Lisa Coe (Present)

In attendance: Ashley Dietch, Lisa Vanderloo, Donna Tashjain, Mallory Strotheide, Ryan Kelley, Sandra Swanson, Katrina Cole, Jim Vanas

- I. Call to order – 10:55 A.M. – Prayer from Lisa Coe
- II. Agenda Approved – Approval of March minutes via email
- III. New Business from Lisa Coe
 1. Can we sponsor Emerge Conference?
 2. We have it in our budget to sponsor the event at \$500 level – receive great exposure
 3. We will not be sponsoring REBAR
 4. Vote to sponsor Brendalee who is running for National Chapter Recording Secretary – the donation will go to cover her trip.
 - i. We approved a sponsorship at the \$1,500 level for Brendalee
- IV. Treasure Report: Donna
 1. Not operating at a loss - \$28K (slightly over) in bank currently
 2. DC Trip – All officers can go paid
 3. WCR Portion of DC is 2 days only
 4. May 6th – 1 day State Spring Meeting in Lansing
 5. May 12th – 14th – DC legislative meeting
 6. June 8th – 10th – Frankenmuth Retreat
 7. Katrina Cole – High Expenses at MMLA lunch & have not received check yet from MMLA
 8. Approved the financial statement
- V. Education & Program Committee Report: Mallory
 1. Event for May and June are finalized
 - a. May – Matt De La Cruz

b. June – Lola

2. Working towards Van Andel or DeVos for speaker in Sept or Oct
3. Matt Muskatt will possibly do a tech talk on Real Estate Apps
4. Rob Moen – also a potential speaker
 - a. Presenters go table to table (members remain in same location) for short social media presentations. Potential program for October

VI. Membership Report: Jim

1. Jim will obtain report to see how our membership aligns with the rest of the countries chapters
2. 70% retention
3. Growth – National says we need more Realtor members
4. One challenge is getting into other Brokerage offices to allow us to present WCR at their offices. It's more word of mouth Realtor to Realtor getting the word out about getting more Realtor members interested in WCR
5. Ashley mentioned – Not giving business to people who are not WCR members
6. Work on getting a presentation formed that expresses why people should join WCR
7. Look at hosting a mixer once a month after GRAR orientation
8. Looking for a WCR member on the board of GRAR
9. Target aim to recruit a GRAR board member to WCR

VII. Ways & Means Report: Katrina

1. We are tending to have the same sponsors every month
2. Today's sponsor Childress and Associates & Chicago Title
3. We need help getting new sponsors!
4. Griffen Properties – they have sponsored in the past – work on rekindling the relationship with them
5. 2 sponsors next month – Farm Bureau & Property Mgt. Co
6. Looking for sponsors for larger events
7. Membership orientation – not as big of a turn out as hoped – each sponsor will receive a free ticket to upcoming program

VIII. Hospitality: Sandra

1. Several missing lanyards

- i. Let Liz know if you don't have a lanyard
 - ii. Every member should have a lanyard
 - 2. Katrina will email Sandra a whole list of members in our chapter
 - 3. 20 affiliate members expired between beginning of year and now – only 55 paid members
 - 4. Lisa – Thank you to Sandra for sending flowers – we received a huge thank you from Kim Frejeris
 - 5. Idea to have WCR cover ½ of breakfast for Realtors that visit / get invited
 - 6. Try to post on each other's social media about WCR to create more activity & talk
 - 7. X-mas party – Katie M & Dana – No update as of now
 - a. Katrina Cole is happy to assist
 - b. Katrina will reach out to Dana & look for additional help from a few volunteers
- IX. Next Meeting – May 19th @ 9:00 AM @ Watermark – Board meeting to follow
- X. Fair Housing event also on May 19th – Herman Boon coming to do a workshop – 8:00 AM – 1:00 PM @ Crown Plaza – Could possibly alter attendance at our program
- XI. 11:57 – Meeting adjourned