

WESTERN MICHIGAN CHAPTER
REGULAR MEETING OF THE GOVERNING BOARD
MEETING MINUTES

Date: Wednesday, April 15, 2015
Time: Meeting began @11:46am
Place: Parks Title
Presiding: President Shelley Frody
Addendees: Present: Shelley Frody, Donna Tashjian, Mallory Schrauben, Lisa Vanderloo, LouAnn Bryant, Kellie Williams, Katrina Lockard, Catie Richert, Cotty Hatch, Anthony Mosely, & Kim Frejeris, Amy Hays,
Absence: Ashley Dietch, Katrina Cole, Donna Tashjian

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:

- Introduce Catie Richert as new Secretary
- Discussed “Loose Ends” for May meeting in DC (May 13-16th)
- Discussed Region 2 Traverse City Retreat – June 14 - 16 - any interest? Cotty, Lisa, Katrina?
- Discussed Sponsorship needs
 - Luncheons: April (Mid State Title), May (Nederveld?)-potential half luncheon sponsorship needed, July is the Golf Outing and August is the Mixer
 - Barbara Corcoran Sponsorship needs
 - 1 Premier, 3 Platinum and 20 Gold sponsorships available
 - Start reaching out and getting sponsors so they can be advertised in luncheon inserts – Amy will send current “no’s” for sponsorship & we can keep a running tally going
 - Brainstorming: Local colleges, Health systems around GR, GR Chamber, The Right Place, Architectural Firm, Rockford Construction, DDA, Gilmore Collection,

IV. Financial Report: Donna is absent so Shelley passed P&L statement out. Approved.

- Discussed 2 scholarships (\$500) to be announced at April Luncheon for Traverse City Event

V. Events & Education Report: Luncheons: We are rotating between the Gilmore Restaurants from now on. April Luncheon is at Stonewater. May is at Sunnybrook. June is at Watermark. Pre-Register from this point on, limited walk-in availability.
Golf Outing: Jason Jenkins wants to form a committee

May Speaker: Ingrid Nelson speaking on international business. June speaker: Joel Koenig on getting to the truth. September speaker: possibly Governor. October speaker: Possibly from The Right Place. May & June luncheons need Inspiration and Pledges.

VI. Membership Committee: New members! Anthony will touch base with the “canceled” members and touch base with the National members. Idea for membership Contests for greater recruitment. Maybe bring non-members to luncheons to gain exposure. We are currently affiliate heavy. Announcement for Realtor Membership Drive Contest at luncheon tomorrow with tiered prizes for top 3 referring members.

VII. Marketing committee: Nothing new to update. Going to find out updates for how many tickets have sold. Doing their thing!

VII. Ways & Means Committee: Sponsorships for luncheons and Barbara Corcoran.

IX. Hospitality Committee: Continuing calls. Going well.

Barbara Cochran: Meeting after board meeting today. Tickets on sale for members.

Meeting was adjourned 1:08

Next meeting **Tuesday, May 12, 2015**, location to be announced

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