

WESTERN MICHIGAN CHAPTER
REGULAR MEETING OF THE GOVERNING BOARD
MEETING MINUTES

Date: Tuesday, May 12, 2015
Time: Meeting began @11:50am
Place: Kent County Land Bank Authority
Presiding: President Shelley Frody
Addendees: Present: Shelley Frody, Donna Tashjian, Mallory Schrauben, Lisa Vanderloo, LouAnn Bryant, Catie Richert, Anthony Mosely, Kim Frejeris, Amy Hayes, Ashley Dietch, Katrina Cole, Dann Mulder
Absent: Susan Pastoor, Katrina Lockard, Cotty Hatch, Kellie Williams

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:

- MMLA Golf Outing – June 8 - WCR want to provide breakfast and have a presence – in return MMLA will be at Golf Outing – exchange presence and services – no money/sponsorship – 1000 business card size for info to buy tickets to WCR Golf – pass out at luncheons, MMLA Golf Outing and GRYP Golf Outing (day before WCR)
- WCR Golf Outing July 17 – WCR advertising at a better hole this year – Photobooth with Barbara Corcoran “Fathead” cutout, email link to get the photos to drum up interest to membership for WCR & Barbara Corcoran Tickets – **10th hole?** Close to clubhouse, shaded, short Par 4?
- Discussed Region 2 Traverse City Retreat – June 10 - 12 – Donna & Lisa Coe are going, anyone else? WCR Luncheon is on June 11
- Discussed Washington DC – Lisa, Donna, Shelley leave Thursday afternoon, also 2 others – Kindell(?) and one other

IV. Financial Report: Donna reported that she did a YTD for Barbara Corcoran for April. Sponsorship packages collected \$7000 and 49 tickets sold to date. Approved.

V. Events & Education Report: Luncheons: We are rotating between the Redwater Restaurants from now on. May is at Sunnybrook. June is at Watermark. Pre-Register from this point on, limited walk-in availability.

- May Speaker: Ingrid Nelson speaking on international business. Lisa will do the inspiration. Donna will do the pledge. 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. No June New Member Orientation/ Mixer. There is one scheduled for August 13. Legislative

Mixer/New Member Orientation together? Need sponsors for Six-One-Six if we do it there. Think about venue?

- Golf Outing: Need more sponsors

VI. Membership Committee: Not much movement from the contest. All sign ups since March have been affiliates.

- 54 Realtors and the rest are affiliates. How to get more Realtors...what is the benefit? Could it be a lack of encouragement? Reach out to brokers to get agents in.
- Some suggestions from Shelley from WCR Lansing: Affiliate moratorium unless bringing 2 Realtors to join.
- Maybe get a free lunch if you bring Realtors with you to the luncheon?
- Maybe every luncheon give a free lunch or \$\$ towards education
- WCR partnering with YPN, RPAC, GR Chamber, GRAR, GRARLA, in order to get everyone involved in different organizations (like a flea market/freshman orientation) –
- Do testimonial videos to get excitement up amongst Realtors
- Potential Win-Win: Have people sign up to learn more about WCR in a low-pressure way
- Ask Ashley & Cotty to talk about the important of being a Realtor and a part of WCR and call to action for Realtors to bring more Realtors to next luncheon
- Each Realtor put together a quick video for why you're a part of WCR and email to Anthony
- Facebook Business Page – boost the posts targeting audiences & other groups (i.e., GRAR, YPN, etc.)
- June Luncheon push for getting a promo for bringing 2 other Realtors & get next month's lunch free

VII. Marketing committee: Nothing new to update. Lisa Coe will take over power points. Members need to keep sharing events once invited!! Share! Everyone on Facebook should be liking and sharing all the time!! Even the email invites can be shared on facebook, linked in, etc. If you forward the email using the button provided within the email you can track where they go to build the email list.

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

- Discussed Sponsorship needs
 - Barbara Corcoran Sponsorships
 - Working on gathering more sponsorships

IX. Hospitality Committee: Continuing calls/staying on top of contacting new members. Going well.

Barbara Cochran: Met previous to board meeting today. Discussed needs for volunteers. Suggested to talk to LaughFest committee. Banners for sponsors and WCR. Set up for sponsors discussed. Set up at 7. Work on more logistics with Barbara's

requirements. Decide what time the doors open. 8:30 - 8:45? 9:30 – 9:45 Fill with Thank you's to sponsors and introductions. She starts at 9:45 and ends at 10:30.

Meeting was adjourned 1:06

Next meeting **Tuesday, June 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