

# WCR – West Michigan Chapter

## *Executive Leadership Governing Board: Meeting Minutes*

*June 21<sup>st</sup>, 2016 ~ 12:20 PM – 1:33 PM*

*Five Star Real Estate [Lisa Coe's Office]*

President: Lisa Coe (Present)

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

- I. Call to order – 12:20 PM – Prayer from Lisa Coe
- II. Agenda Approved – Approved all agendas and meeting minutes
- III. New Business:
  1. Last month's program
    - i. Lola presented & offered a great program
    - ii. Her presentation qualified as 1 hour of con-ed
    - iii. Feedback has been great for last few months programs
    - iv. Aiming to cross train officers so if board members are absent from monthly program – event will still run smooth
      - i. Power point, running meeting, etc
    - v. Raffle tickets sold @ May program = 12 to raise money for Brendalee
      - i. Each chapter is being asked to raise \$1,000
      - ii. Prize drawing is at MAR convention
      - iii. Aim to post raffle on MMLA & GRAR
      - iv. Brendalee to come to our next program to present Lola w/ award & can discuss more regarding fundraiser
  2. Lisa & Ashley went to Wash D.C.
    - i. No ground breaking news to report
    - ii. Our chapter did win an award for hosting Barbara Corcoran – We won – BEST PROGRAM
  3. NAR Convention is November in Orlando, FL – Universal Studios is being opened to ONLY Real Estate Agents

4. Upcoming programs – We have nothing solidified for Sept.
  - i. Technology is the only topic we need to address yet
  - ii. Possible Zillow Rep – Zillow not endorsed by GRAR or NAR [maybe not a good idea to have Zillow rep speak]
  - iii. Possible discuss what WCR members provide as services in their businesses to their clients [tech wise]
  - iv. Brenda may want to speak & fill program presentation
  - v. Check with Education group before we decide & see if they set up anything already
  - vi. Possible award ceremony for past presidents
  - vii. Possible have Steve Frody speak on NOT using technology to achieve success
    - a. Relationship building
    - b. “No technology Required”
    - c. “What technology can’t replace”

#### IV. Membership Report: Anthony

1. One (1) new member since last month
  - i. Trouble finding bios for new members
  - ii. Influx of Realtor members in Spring (checks fell behind Jim’s desk & were late cashing)
2. WCR is Affiliate heavy in our chapter and at the State level
3. How to attract more Realtor members?
  - i. Add – “What topic do you want to see presented?” – to the monthly feedback form to get members ideas to fill future programs & see what members desire
  - ii. Post success stories on WCR Facebook page
    - i. We have 854 likes on Facebook
  - iii. Content, Content, Content – Maintain strong content to keep members interest levels high and draw in Realtor members
  - iv. Ashley mentioned Realtors {peer to peer} have bad communication and can be disrespectful of each other
    - i. Possible October program:
      - a. Have a panel of “What we need more of in Real Estate”
      - b. Best Practices to address difficult situation

- i. Invite GRAR
  - ii. Invite Appraisers
  - iii. Invite Lenders
  - iv. Pull questions from GRAR Facebook page
- V. Hospitality: Sandra
  - 1. Will send Mallory a gift for her new born
  - 2. Sent Lola flowers – her mom passed away
    - i. Lola sent us a nice thank you email for the flowers gift
- VI. Marketing: Lisa Vanderloo
  - 1. Jamie will update sponsors on website
  - 2. Boost Facebook posts for monthly programs to reach a larger audience and draw in more people to grow the membership base
  - 3. Marketing budget – JUST DO IT!
- VII. Golf outing:
  - 1. Sponsorship is half full – We need 8 more hole sponsors
- VIII. Christmas Party:
  - 1. Micki & Dana are the lead contacts
  - 2. Deposit has been placed on venue under Buffalo Wild Wings on 28<sup>th</sup> St SE
    - i. Not sure if venue will be large enough to support the number of people we forecast attending – Looking to review and get feedback from Micki & Dana
- IX. NOT BREAKFAST PROGRAM UNTIL SEPTEMBER 8<sup>th</sup>
- X. Next board meeting September 8<sup>th</sup>, 2016 – Watermark Country Club following the regular monthly program
- XI. 1:33 PM – Meeting Adjourned