

**WESTERN MICHIGAN CHAPTER**  
**REGULAR MEETING OF THE GOVERNING BOARD**  
**MEETING MINUTES**

**Date:** Tuesday, August 5, 2015  
**Time:** Meeting began @11:45am  
**Place:** Van Dyk Mortgage  
**Presiding:** President Shelley Frody  
**Addendees:** Present: Shelley Frody, Donna Tashjian, Mallory Schrauben, Lisa Vanderloo, Catie Richert, Anthony Mosely, Kim Frejeris, Ashley Dietch, Katrina Cole, Dann Mulder, Katrina Lockard  
Absent: Amy Hayes, LouAnn Bryant

**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:**

- New Member Orientation: Too much to put together at this time with only one new official member. Make the next one awesome!!!!
  - Maybe a joint event with the YPN Emerge (October 28, 2015) at New Vintage Place from 2-4pm or do the New Member Orientation right after the Emerge Event SET DATE!?
  - Maybe we need more of a “wow factor” to draw in new members such as EMERGE does – An Exclusive WCR Member Event (bring a friend who could sign up)
- September 17<sup>th</sup> Luncheon (Location: Sunnybrook - Time: 11:30 – 1:30)
  - Inspiration for the event – New GR Mayor – Rosalynn Bliss
    - Ashley will look into getting her to speak!
  - Plated lunch, served right away to allow time for the panel
    - Registration starts at 11:30, Doors close at 12:00
    - Meals start being served at 12:00 (3 choices for lunch)
    - Team or office members coming with WCR member comes at member price (Vs. non member price)
  - Topic – Agent Top Producer Panel! 6-7 Top Producers
    - **Proposed Panel:** Diane Griffin, Melissa Balsitis, Josh May, Steve Frody, Lucas Howard, Laurie Zokoe, Julie Rockwell, Jake Heglund (Free lunch for panel members)
    - Moderator: Shelley Frody – email Shelley questions to ask the Panel
    - Q & A also
    - Get Yes/No by August 6 at end of day to get panel confirmed
  - New Member Sign Up Spot Also

- Incentives to bring new members: Sign up today and get the October luncheon free for new members signing up **AT** the September Luncheon
  - Schedule the videos for getting current members to bring in new members & “boost the post” on facebook
- October Luncheon – speaker from “The Right Place”

**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:** Covered above with September Luncheon discussion!

**VII. Christmas Party:** Date: December 9, 2015 – Tentative

- We need to drum up a new committee to get things going & figure out who will take it over after this year
- Budget?
- Location? – We are thinking New Vintage - Keep in mind – need to do a liquor license again, (liquor will not be a profit because of taxes) Seats at least 200
- Theme? Formal & Dressy? Black & White? Bing Crosby White Christmas?

**VIII. Financial Report:** Reported by Donna – June & July Report Combined

- Golf Profit - \$7, 431 (down a bit from last years profit of \$10,000)
  - Less hole sponsors this year – no premium hole sponsor
- Barbara Corcoran Event – we need to get more Realtors to sign up!

**IX. Events and Education Committee:** We just covered everything with getting the September luncheon going!

**X. Marketing committee:**

- Short on sponsorship for Barbara Corcoran – we need \$17,000 more in sponsorship
- WCR will sponsor Emerge for \$500 and doing the mixer afterwards

**XI. Ways & Means Committee:**

Sponsorships for luncheons and Barbara Corcoran.

- Discussed Sponsorship needs
  - Barbara Corcoran Sponsorships
    - Working on gathering more sponsorships
  - Luncheon sponsorships are in the works, too!

**XII. Hospitality Committee:**

- Planning for the luncheon
- Someone needs to print name tags for luncheons

**Barbara Cochran:** No new updates this month and there is a special meeting for this next week

Meeting was adjourned 1:13

Next meeting, September 9, 2015 at Van Dyk Mortgage

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