

**We are a network of successful REALTORS® advancing women as business leaders in the industry and in the communities we serve.**

Governing Board Meeting, Minutes, Thursday, February 9, 2023, 9:30 Hagerty Center

Jennifer Gaston, President

In attendance: Jennifer Gaston, Brandi Wolf, Kelly Price, Clover Keyes Roy, Anna Courtade, Mary Bergin, Abby Fraser, Jackie Duncan, Kristen Hunt, Carly Tunison, Renae Hansen, Rene Hills

Call to order – Jennifer Gaston 9:30

Approval of Minutes for January 12, 2022 Kelly 1st motion and Carly 2nd motion for approval.

Approval of Agenda, February 9, 2023 Brandi 1st motion and Kelly 2nd motion for approval.

**Reports from Officers, Chairs and Project Teams**

**President’s Report:** Jennifer Gaston

* Northern’s business plan was submitted to the State prior to January meeting. It has been approved by the state leadership.
* The State would like us to change our Standing Rules regarding how the Realtor and Strategic Partner of the Year are chosen. They want the nominees to be voted on by the BOD, rather than by committee. The standing rules will be modified and voted on at the next BOD meeting.
* A majority of the BOD attend the State’s ‘Be Inspired’ event on January 25, 2023. Several speakers were unable to attend due to weather and travel problems.
* Finalize day, time, and length of future board meetings. Members gave their ideas. Thoughts are to keep the BOD meetings on the same day as the luncheon but adjust the time. Start at 9:45, end promptly at 10:45.

**President Elect:** Kelly Price

* Update on bookmarks The June 2023 Property Tour event and the Year-end Gala are still missing and will be TBD. Add to the bookmark events the weekly home tour and the board meetings. It is important to get the holiday party date set prior to releasing finalizing and releasing the bookmarks. Brokerages make their holiday party dates based on Aspire and WCR dates.
* Aspire North Chili Cook Off 3/9/23 We will represent as the WCR board. Kelly, Brandi, Mary, Abi have volunteered for the cookoff.
* April Speaker - Graci Harkema She speaks about inclusion and diversity her fee is $3500. Karen Kohler MMLA will sponsor $500, LMCU Team Bravecourt will sponsor $500, Aspire may sponsor $1,500 and will bring this up to the education board on 2/14/2023.
* She has a book coming out, we can offer a giveaway of the books and a book signing. . We have several sponsors to get update from Kelly on the details.
* Affiliate Agreement – Jennifer Gaston signed the agreement to keep our certification in place.
* Vote on travel stipend and revise in Standing Rules. Stipend has been for President and President elect only. We agreed in December that the entire board can take advantage of the travel reimbursement and adjusted the budget accordingly. We will change the standing rules and vote at the next board meeting.

**Treasurer Report, Budget & Finance:** Brandi Wolf. The Money Minder report has been sent out to all.

* Current Budget. There are current membership renewals outstanding. Preferred member membership fees are starting to come in.
* Brandi is following up with some overdue payments for no show luncheons and preferred provider directory non-payments. One former affiliate member has not paid for two years for a total of $600. This will be sent to collections soon if not collected. The luncheons are now pre-paid at registration. There is still not a way to keep non-members from registering as members for the reduced fee online. The lunch check in people will make a list of non-members who only paid $25 instead of $40 and will pass that info along to the membership team for follow up and invoicing .
* New Debit Cards for President, President-Elect. and Treasurer There are reimbursement forms on the website for general members.

**First Vice President:** Renae Hansen sitting in for Aubrey Vandemark

* Minutes

**Program Director:** Carly Tunison

* Update on Marketing. A Facebook notification was sent that our page was flagged and closed. It was a scam, Anna and Abby corrected it. All social media links should contain a link to our national WCR microsite.
* We now have a WCR Canva account that Carly is working from.
* There is another photographer interested in photographing the luncheon. The option will be given to them to alternate luncheons and events. Mary will communicate between the photographers to set the dates for them.
* Clover brought up the thought of pausing the slide show while the speaker is talking. It’s much less distracting during their presentation.

**Membership Director: Chair:** Clover Keys Roy

* Establish protocol for number of emails going out to membership. Clover recommends we reevaluate how many emails we send out from WCR so the emails we send don’t get ignored. Only one goes out for home tour, one following home tour, 3 for luncheon unless you sign up on the first email. The overabundance of email is probably coming from state and national rather than from our local network.
* Membership met with social media team and we have a new member, Susan Hunt.
* We want to do more promotions with local businesses. Have some WCR pop up events for members only.
* Strategic Partner & Realtor® Member count : Realtors 94, Strategic Partners 76

**Committee Reports:**

**Home Tour**: Chair: Rene Hills to discuss changing the time of the Home Tour. People are going to the haves/needs but not always going out on the tour. Rene sent a survey asking if we want to change the time from 8:10 to 9:00. Overwhelmingly members want it to be 9:00am. There may be an issue with Aspire and the time change. Not quite ready to announce the change yet.

**Update on Preferred Book Distribution**: Brandi Wolf, Jackie Duncan and Troy Gahm to be selling ads in the book. Our deadline for all ads is March 31st. The deadline to cover artwork is March 15th. The board has the mock booklet draft. Goal is an early April distribution. Brandi would like to use the graphics already obtained from the strategic partners to advertise on our social media sites. There won’t be an additional fee this year. Perhaps it will be an additional fee next year.

**Other Committees:**

Adjoured at 10:34am

**Unfinished Business**

**New Business**

**Adjourned:** Next Board Meeting TBA

Respectfully submitted by Renae Hansen