

**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, March 9, 2023, 9:45 Hagerty Center

Chairman, Jennifer Gaston, President

In attendance: Jennifer Gaston, Kelly Price, Brandi Wolf, Clover Keys Roy, Aubrey Vandemark, Carly Tunison, Teri Miceli-Wolff, Mary Burgen, Barb Hood, Susan Hunt, Taylor Sloan, Rebecca Clark, Abby Frasier, Anna Courtade

Call to order by Jennifer Gaston at: 9:46 am.

Approval of Minutes for February 9, 2022 motioned by Carly Tunison and seconded by Brandi Wolf

Approval of Agenda, March 9, 2023 motioned by Brandi Wof, seconded by Kelly Price

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

**President’s Report:** Jennifer Gaston

* Revise Standing Rules regarding how the Realtor and Strategic Partner of the Year are chosen. The board will nominate three (3) Realtor Members and three (3) Strategic Partner Members and a vote will be made by the board. Motion to change Standing Rules made by Jennifer Gaston and seconded by Brandi Wolf. All in favor. Specific language will be sent to Renae Hansen.
* Revise Standing Rules regarding travel: Jennifer Gaston made a motion to approve all board members' approval for travel with vehicle travel being a minimum of two people per vehicle. Seconded by Kelly Price. All in favor. Specific language will be sent to Renae Hansen.

**President Elect:** Kelly Price

* Presented to the State Board as President Elect: The State was updated on goals, recruiting for 2024 board positions, and challenges of gaining membership.
* Update on bookmarks: A new vendor was acquired and bookmarks should be completed by Friday.
* Aspire North Chili Cook Off: The board is participating as “Board of Bandits” with chili so good, it’s criminal.

**Treasurer Report, Budget & Finance:** Brandi Wolf

* Current Budget: Membership dues are coming in. Collections efforts for outstanding invoices are being made. Brandi Wolf will notify BOD if assistance with efforts is warranted.
* Preferred Directory: Several past ads are being renewed since the last preferred directory. There are also several new ads. The final push for collecting for the ad space will be made today via announcement at the luncheon.
* Taxes: Kristin Hunt submitted 2023 taxes.
* Audit: Gwen Besner is working on the audit. Monthly audits are benign conducted by Trevor Meek and Abby Fraiser.
* Next speaker Costs: Total cost is $3,500. This is a collaboration with Aspire. They are paying $1,500. Sponsors include Bravecourt, Ryan Mooney, and Access Title at $500 each. Women’s Council total will be $500.

**First Vice President:** Aubrey Vandemark

* Minutes: no updates

**Program Director:** Carly Tunison

* Update on Marketing: Project teams are doing well. Mary Burgin continues to manage the website and Anna Courtade is managing social media.

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

* Membership Update: Clarity is needed on membership status and keeping track of who has paid and who has not. According to the Nationals website, several members expired and it’s unclear if that is correct. Kristin Hunt is willing to assist Clover Keys Roy next week. According to our local website, Wild Apricots, there are 98 active REALTORS and 33 expired. There are 80 active Strategic Partners and 28 overdue. Susan Hunt is recruiting Strategic Partners. Anna Courtade and Casie Summerfield are recruiting Realtors. Feedback to Anna: Realtors are exiting the industry, others can’t afford it. Events are not exclusive and tickets aren’t expensive enough to make the discount of membership worth it if they aren’t attending every luncheon. Barb Hood pointed out that due to REALTORS leaving the industry and MMLA and Aspire offering several benefits and events to REALTORS it may be realistic that membership is down.
* Jennifer Gason would like to have marketing shine a light on member benefits.
* Pop-up Events: Clover Keys Roy suggested leaning into Strategic Partners who are able/willing/and wanting to host pop-up events as a membership benefit with no cost to members.

**Committee Reports:**

**Home Tour**: Chair Rene Hill. Aspire unable to change the time of the Home Tour due to scheduling conflicts. This is an option for next year. The Board is meeting with Aspire to discuss this further.

**Update on Preferred Book Distribution**: Deadline to place ads is March 31st.

**Other Committees:**

* Swag: Teri Miceli-Wolffis working with Gen Tees to create an online store for Women’s Council Northern MI. Tumblers and wine glasses are going to be some of the first items. The goal is to triple the income from what is sold. Teri Miceli-Wolff has obtained bulk pricing from the national website. She has sunglasses and pins to be sold today. The swag merchandise will launch in August at the Strategic Planning Event. It will be very sustainable for the future.
* Nomination committee: Kristin Hunt advised that for the last 4 weeks they have been working to recruit board positions for 2024. There are 2-4 people running per position this year. Each candidate will speak for 1 minute at the April Luncheon. The deadline to submit the consent to serve application will be Monday, March 13th. Running from the floor will not be allowed.

**Unfinished Business**

**New Business**

**Adjourned at 10:39 am:** Next Board Meeting to be 9:45 on April 13, 2023