



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

Governing Board Meeting, Thursday, February 8th, 2024

Chairman, Kelly Price, President

In attendance: Kelly Price, Rebecca Clark, Mary Burgin, Eric Senff, Anna Courtade, Gwyn Besner, Jennifer Gaston, Alex Eicher, Abi Fraser, Susan Hunt, Jackie Duncan, Penni Schratz, Bridget Carefoot

Call to order – Kelly Price 9:49am

Approval of Minutes - Mary motioned, Abi second

Approval of Agenda, February 8th, 2024 - Mary motioned, Susan second

Reports from Officers, Chairs and Project Teams

President's Report: Kelly Price

- Travel - Updated to \$38,821. Change of venue threw off budgeted expenses. Room prices for D.C. are much higher than previous years. Travel is becoming more expensive.
- New Budget - has been updated and easier to read. We just started inputting January, so we're always a month behind because the statement needs to close
- March Event - Finalizing details of TC Golf Performance center. Starting a big marketing campaign. Will have DJ, food, spirits, raffles, will be open to all general public. 150 people max. Our other big events will only be open to members.
- Taxes - Not updated since 2015. We do not have our 501c6 as we previously thought. The documents were completed on our end, but the paperwork has gotten lost between the accountant and the IRS. Kristin will be speaking to the accountant.
- LARA - current with our licensing and documents.
- Sponsorships - We have new levels of sponsorships and two Platinum already. Restoration 911 is Holiday Party, Jacob's Farm will be sponsored by State Savings.
- MAR - Past Presidents would like us to attend all national, state and local events. MAR has never been considered in our budget. We have money in our educational budget.
- State + National Dates - On the calendar, please do your best to attend every session and let us know your conflict ASAP. Board member will be responsible for the reimbursement to Women's Council if they cannot attend.
- Jacob's Farm Event Update - October 10th in upper barn, live music, food, corn maze, etc.
- Dia Bondi Update - Cost was \$20,000, but was able to reduce her rate to \$10,000 which is possible with sponsorships and collaboration with Aspire. We will have an answer on February 20th on whether or not they will sponsor. We are looking for sponsors and also an Air B&B for her to stay
- State Meeting - Nice event. Jeff Glover gave some great information. Ordered two new banners.

President Elect: Susan Hunt

- Continuing Education at luncheons - Speaker for April luncheon about the Plume Len Mankowski from EGLE.

Treasurer Report, Budget & Finance: Abi Fraser

- Current Budget - Kelly motions to approve the new budget. Abi second. Cannot apply any deposits in 2024 back to our 2023 budget. Our current budget looks like we have an excess, but really those should be settled for 2023. Reconciled up through January.

First Vice President: Rebecca Clark

- Standing Rules Updates - a few new rules will be updated and will be sent once completed
- Agenda Items - Send me your topic even if it's just a general update or if you don't have anything to report so I know you received the message.
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Program Director: Eric Senff

- Assembling Event Committee - Anyone on a project team needs to be a member
- Checklist of all completed and upcoming event tasks

Membership Director: Mary Burgin

- Membership Update - 137 active members, 74 Realtors, 63 Strategic Partners. Committee is hard at work making phone calls trying to increase membership. Have received feedback that cost for non-member is cheaper than becoming a member, need to discuss this next meeting.
- Trying to put a stop to guests by only allowing one luncheon per guest.

Project Team Chair Reports:

Social Media - Anna Courtade: Anna is working by herself, content is scheduled through April with the approval of Kelly. Will have weekly reels planned. Want to get new faces/names some fresh ideas for content. Purchased a TB for Anna and Craig for all the pictures so they don't have to use their own data.

Realtor Member - Penni Schratz: No Updates

Strategic Partner - Jackie Duncan: A few people didn't renew because they're just out of the industry

New Member - Clover Roy: No Updates

Budget + Finance - Jackie Duncan: No Updates

Candidate Review - Jennifer Gaston: No Updates. Moved elections to September.

Past Presidents - Debra Hall: No Updates

Special Events : No Updates

Ways + Means : TBD

Home Tour - Renae Hansen: Going well, packed house.

Hospitality - Oksana Scriber: No Updates

Unfinished/Tabled Business: Non-member pricing, Incoming Board Voting

Additional Statements: Gwyn would like to have the updated scholarship form. Need to send agendas and minutes to be uploaded to the website. gwyn.besner@gmail.com

Make the popup events with sponsorships so nothing comes out of our budget and then use the entry fee for fundraising

Adjourned: 10:31am Next Board Meeting to be Thursday, Mar. 14th, 2024 @ TC Golf Performance Center 3pm