



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 10, 2022, 9:30-1100 pm, The Hagerty Center

Chairman, Teri Miceli-Wolff, President

In Attendance: Teri Miceli Wolff, Colleen Mageau, Kristen Hunt, Renae Hansen, Anna Courtade, Kelly Price, Brandi Wolf, Dennis Fox, Jennifer Gaston, Becky Lancaster, Clover Roy, Aubrey Vandemark,

Call to order – Teri Miceli-Wolff 9:33 am

Approval of Minutes from: January 13, 2022 Colleen 1st, Brandi 2nd. Approved.

Approval of Agenda, February 10, 2022 Jennifer 1st, Brandi 2nd. Approved.

Reports from Officers, Chairs and Project Teams

President's Report: Teri Miceli-Wolff

- Teri Recapped January 26th-State Meeting in Detroit from those who attended- There were 3 top agents comparing their business and Colleen found it very informative. Kristen Hunt brought back QR Codes containing information. She made print outs to distribute at the luncheons and to take back to our offices to encourage joining with ease.
- Congratulations to Jennifer Gaston for WCR State Realtor of the Year.
- 2023 Board Elections-Search is on! Vote April-Induct May-Need Election Flyer
- New Preferred Strategic Partner Book- Discussion of allowing other businesses that are not active strategic partners members to be able to pay for an ad. Debra Hall and Kristen Hunt are the only two working on the book right now. All in the meeting agreed as long as the non-members don't directly compete with active members. They need 2-3 more people to work on this committee.
- Midyear in DC in May 3-6, 2022, \$350-Registration begins 2/16 Great event, all should consider attending. PMN classes available.
- WCR made application to become a member of Aspire North Realtors. We may be a member in time to join the Chili Cookoff Event.

President Elect: Jennifer Gaston

- Update on Programs/Events/Luncheons for 2022
- Jennifer will be sending out a timeline of events to all members, so they know how to best market their business during the luncheons.
- Jennifer has obtained the Traverse City Country Club for the Christmas party-could not get 12/8, so will be on 12/9.
- Bethany Brokaw, State President will be here for the May Luncheon. She will talk about a topic or two of our choice, State update, listings presentation, Google Drive for agents, How to Sell Yourself, State update,

Treasurer Report, Budget & Finance: Kristin Hunt

- Current Budget, \$13,749.65 Total Revenue for the year to date., Silent Auction that came in January was \$3821.88, January expenses were \$8956.44 leaving us in the black by \$4793.21
- Billhighway Update. Kristen went over the category labels for BillHighway and how we have to correspond our account names to their codes. National wanted us to start using BillHighway but it's not set up enough for us to join now. There are still questions needing answers from the BillHighway people.
- Status of Audit Gwyn has completed through December. She has rave reviews for how Kristen Hunt is maintaining the books as Treasurer.
- Update on Tax ID. Kevin the accountant is still working with the IRS and sending in our last 3 years taxes to the IRS with our request to be reinstated.

First Vice President: Renae Hansen

- Standing Rules Review Updates/Changes-Vote Colleen motions to change standing rules, Jennifer Gaston 2nd. Motion approved.
- Feedback on Minutes-everyone thinks minutes are acceptable.

Program Director: Aubrey Vandemark

- Update on Marketing
- Wild Apricot-Update main page-Member of the Year. Aubrey will make these updates.
- Aubrey would like to promote Jennifer's Realtor of the Year honor.

Membership Director: Colleen Mageau

- Update on Strategic Partner & Realtor® Member count 83 Realtor members, 69 strategic partners. We are currently 6th in the nation for number of members.
- Non-renewed members signing up for luncheons at member price-Colleen will address this directly with the people who did this.

- Goals for Membership in 2022. Colleen feels many members are not renewing because we are not doing the Home Tour right now and that may be why some join. We should get Home Tour back on and think about how to find value with low inventory and covid.

Committee Reports:

Past Presidents:

Home Tour: Karly Wentzloff – Not president.

Ways and Means:

Unfinished Business- Dec. 9th, Friday will be the Holiday party at the Country Club based on their availability.

Gwyn, Feb. 21st and Mar. 24 she is offering to give \$30, of each CE class registration that says they're from WCR, back to WCR.

New Business

Anna Courtade has an idea for special event specifically for bringing in new members by introducing them to the benefits. She has already spoken to an event person at Grand Traverse Resort/The Den.

Adjourned: Next Board Meeting March 10, 2022, 9:30-11:00 @ The Hagerty Center

Adjourned 10:51

Respectfully submitted by Renae Hansen, First Vice President.