

Aspire North REALTORS®

Board of Directors Meeting

February 26, 2021 via Zoom

Attendees: Dave Wilsey, Matt Hodges, Stephanie Koppe, Joni Holly, Rene Hills, Chad Deville, Heather Hudson, Ken Kleinrichert, Toni Morrison, Dave Hricik, Katie Hoyt, KJ Sayer, Carolyn Ulstad, Kim Pontus

Absent: Jessica Brutzman

Call to order: 8:32 am

Motion to Approve agenda – Motion Passed, Chad would like to add a discussion on Zillow at the next meeting to the agenda.

Motion to accept consent calendar – Motion Passed.

1<sup>st</sup> Member comment phase – No comments

Presentation: Connor Miller: Advocacy

Primary objectives for 2021

- A Survey was done back in November 2020, based on the results there are 2 main priority issues: Housing availability & affordability and Short-term rentals, and the most important concerns for the membership is Housing availability & affordability and infrastructure (including high-speed internet & connectivity)
- Members are happy with the content that is currently provided, and Connor found it interesting that membership, hands down feel the best way to be reached is via the website.
- On the Aspire North website, we have an advocacy page and Connor is working on making information available and updating content constantly.
  - o On the landing page is the current legislative issues, and this will be added to and updated with local, state and national issues come up.
  - o Further down on the page, you can register to vote,
  - o Act: promotes the call-to-action text alerts,
  - o Invest: discussing RPAC and the We're on Your Side program (Connor and RPAC committee are working on ideas of ways to promote the program, for example free CE credits for WOYS signups of at least \$25 per closing)
  - o Programming & Resources: this includes the advocacy calendar, that will be updated on a regular basis.
- Video updates are being done on a monthly basis, the next virtual meeting is March 4<sup>th</sup>, John Roth will be with Connor & Alex Housman,

President's Report:

- Dave participated in the virtual Achieve Event following last month's board meeting. He found it interesting and full of good information.

- Professional Standards training is coming up April 14 & 15 (Jennifer Kowal is working on this), training is hour and a half course, Board of directors should attend. It is free to board members.
- Yesterday he participated in a Zoom with all Realtor associations from Michigan, it emphasis was on fair housing and education. He is going to try and share some of the training.

#### Unfinished Business:

- Calendar: National Legislative meetings for NAR (Mid-year event) are virtual in May, registration opened yesterday and are free.
  - o Kim encourages BOD or any member to attend and be updated on the issues happening in Washington.
- Committee Member approval: Motion was approved and passed.
  - o MLS Committee: Rene Hills Chair
  - o Investment: Jamie Grace Chair
  - o Sustainability: Matt Hodges
- Leadership Retreat:
  - o April 8<sup>th</sup> from 12pm – 4pm at the Jolly Pumpkin
  - o Lauren will be in touch with each of us for our lunch orders.
  - o Focus will be on where our association is going and what the future is for us, as well as on next year when we have 5 director seats available for grabs.
- MLS Chair Update:
  - o Next meeting is in March, Rene is going to be recommending they meet on a more regular basis (maybe monthly)
  - o Rene asked if there is a direction the BOD wants the MLS to discuss or work on
  - o She was asked to revisit the restricting showings and coming soon.

#### New Business:

- Member Town Hall:
  - o Question was asked what it looks like
  - o Last month it was brought up about doing a down hall with state/local legislatures for Fair Housing.
  - o Executive team is going to look at the calendar and pick a date in the future, ideas will be brought to Retreat in April.
  - o More discussion is to follow.

#### Cyber Strategy:

- Kim put in his CEO Report thoughts and options for us to look at and consider based on the recent Cyber security report.
- The proposal is to set up a fund just for Cyber-attacks or look at the Reserve Fund.
- Should Tech Team need to review and discuss the best form of action?
- Rene is in support of raising the reserve fund from 6 months to 1 year.
- David H. suggested we have treasurer or accountant look at the budget and association assets.
- Maybe have Laura Lynn join us for the April Meeting.

- Stephanie Koppe, Laura Lynn and Kim have a meeting for the budget and finance committee coming up in March to begin working on the next fiscal year. We will have an update either at the next board meeting or at the leadership retreat in April.

The Matrix - Discussion:

- Kim broke down when board seats will be opening, this year we will have 5 seats (David Hricik, Toni Morrison, Rene Hills, Stephanie Koppe and Ken K.- his is an exception)
- This discussion will be picked up again at the leadership retreat.
- We need to look at building a balance of when and how many seats open up at a time. We can have as few as 7 directors and up to 12 directors.
- To change the by-laws, we need to have a 25% quorum with the membership, it was asked if a survey could be considered a quorum
- We need to do something prior to the GMM.

2<sup>nd</sup> Member Comment Phase: No Comments

Good of the order: a huge thank you to all the attendees, we had 12 people listening in for this meeting.

Motion to adjourn: 9:50 am

-