

Aspire North REALTORS®

Board of Directors Meeting

March 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, Jessica Brutzman, Kim Pontus

Call to order: 8:31 am

Motion to Approve agenda – Motion Passed

Motion to accept consent calendar – Rene had us pull the minutes from the Affiliate & MLS committees for further discussion

Motion Passed

1st Member comment phase – No comments

President's Report:

- Dave attended the Traverse Connect Business Summit in early March, he found it very interesting.
- Budget and Finance Committee met earlier this week, and per Dave's direction the Board will be reviewing the budget at the April Board meeting
- Dave has recently completed the Fairhaven simulation provided by NAR. He has encouraged all the Board to take it. (Kim reminded us, Aspire North, is giving away 5-\$50 gift cards for members who submit their completed certificate for Fairhaven)

Unfinished Business:

- Calendar:
 - o The fair housing summit in April is now virtual, Connor is coordinating with the directors that will be attending.
 - o April 8th is the leadership retreat at Jolly Pumpkin.
 - o June 8th Lauren is working on doing Strawberries & Toast. She is in the process of working with Turtle Creek Stadium. It will be an outside event, and the stadium will provide food, it will be in the afternoon, instead of morning,
- Affiliate Committee:
 - o Katie piggy-backed the calendar regarding Strawberries and Toast. Lauren is doing an awesome job!
 - o Golf outing – the committee is thinking about doing a separate 9-hole outing at a separate time in the year as well. The committee made a motion at their meeting to expand from just Aspire North members to nonmembers, as long as they are playing with at least one member.
 - o Motion was made by Katie to accept the motion from the Affiliate committee, Rene seconded.
 - We did a roll call vote, it was unanimous. Motion Passed

- It was brought up about the affiliate and Realtor of the Year awards, receive something more than just a certificate. Kim stated Ashley has already been looking into cost and options and Kim has approved her to move forward with different awards (plaques or trophies)
- In the Minutes there was a discussion of the Golf & Country club Membership, it costs about \$4,000 per year. It has been in Kim's name as the primary member because it couldn't be in the association's name. Kim does not golf, play tennis and really utilize the facility. Kim is in agreement regarding canceling the membership. He stated we can go on a leave of absence for 1-5 years at no additional cost. One of the questions brought up is the golf outing, if we decide to have our annual outing there and don't have the membership to the club how will this be impacted? From what we have been told so far, a member would have to sponsor the event and everything would have to go on to that member's account and the association would have to reimburse that member.
- The Elks membership has also been cancelled.
- Motion was made by Toni and seconded by Chad/Rene to have Kim terminate the Country Club membership
 - o Motion passed unanimously.

MLS Update:

- mobile home issue, and should it be in the MLS. A mobile home is defined as personal property if it is not affixed to real property.
- There was a motion made by Toni to support the MLS motion: (MLS motion was Mobile homes not affixed to real property should not be allowed in thee NGLRMLS)
 - o Chad initially seconded motion, but that retracted
- Ken would like this topic to be sent back to the MLS committee to see if any other MLS's are doing this?
- Discussion took place about other examples that this could affect. I.E. manufactured/mobile homes on acreage that are not affixed to the property but are done so in the sale of the property. It was stated that this is only pertaining to mobile homes in parks, but could potentially open the door to restrict some housing communities (i.e. veteran only communities could be impacted)
- Joni stated it is a house, we sell homes!
- Roll call vote was taken: 8 no's, 1 yes, 1 abstain
- Motion does not pass
- Motion was made by Jessica and seconded by Toni to send topic back to the MLS committee and review
 - o Motion carries unanimously
- Future showing issues how is it not a violation issue: because it is in the MLS but per instructions no showings until "X" date.
- Complaints have been coming in when clients can't get into a listing in time
- Rene – no one can find violations
- People don't always want to write an offer sight unseen to compete
- January 2020, NAR changed policy to have a listing in the MLS from 72 hours to 24 hours once you start advertising

- Kim – this has been a work around for clear cooperation, if you advertise it has to get on the market (in the MLS) in 1 day. This is a good topic to discuss. NGLRLS opted not to have the policy of coming soon's adopted.
- The MLS should work and discuss, do more research and come up with model language
- Ken stated we should come up with a "hit list" for the year, and also take to NGLRMLS next meeting in June

AV Project Update:

- Kim shared the project update and how it is moving forward with the upgrades to all 3 rooms. April 12-21 installation and hook ups will be happening. May 1st is the target date to have everything done by.

New Business:

Broker Survey's:

- Association has 179 primary brokers and 8 secondary brokers
- We received 30 responses
- Some negative responses regarding the rebranding
- Reciprocal access was another hot topic. We data share with RPR
- NGLRMLS is working on getting more data sharing
- May come back to MLS to change the agreement for data sharing.
- Rene mentioned maybe we (the BOD) aren't listening to the responses, what can we do better?
- Jessica pointed out that the rebranding company had a beautiful piece that was done about the rebranding, did we share with the membership?
- Toni brought up the broker caucus and that is something we have been battling to get participation for 20 years. She was not surprised by the results
- We need to get the message out in our value proposition
- Joni mentioned we do get more negative responses. An in person broker caucus would be nice so we can hear both sides. Sometimes hearing others point of view helps to understand the how's and why's. People honestly need to get more involved and join committee's.

Membership Software update:

- Kim asked us to put into the next budget cycle for us to set aside \$15,000 (add as a line item) for software upgrades and changes. Our current software is not very user friendly, staff has been looking for better MM tools. We need to move away from MMSI
- Laura Lynn has to do a lot of individual reports and is currently very time consuming. Other programs being looked at, can be a quick click away.
- Growth Zone is a better system and will eliminate the extra accounts for event brite, constant contact, go to meeting, etc
- Rene asked if it would be possible for us to receive the cost information – more of a break down and cost of the current software to the new software
- In Growth Zone, changes made in the system are across the whole platform. Member experience is better with Growth Zone. It is more user friendly

- There is about a \$100 difference between Growth Zone and MMSI. To upgrade to newer features with MMSI, they are requiring us to sign a new 2 year contract
- Motion made by Rene and seconded by Matt: To add a line item to the budget to allow us to change to Growth Zone.
 - o Motion was unanimous.

2nd Member Comment Phase:

- Clint stated the MLS committee should review Team Names on MLS listings and how they are represented.

Good of the order: April is fair housing month, Rene heard from Old Town Playhouse, they are doing live/virtual book readings. She will be doing one. If anyone else is interested to contact her.

Leadership Grand Traverse is done – Yay Jessica!!!

Motion to adjourn: 10:10 am

-