

**Traverse Area Association of REALTORS®
Board of Directors Meeting Minutes (Draft)
6/26/2020 Video Conference @ 8:30am**

Attendees: Dave Wilsey, Kim Pontus, Katie Hoyt, Tyler Bevier, Stephanie Koppe, Jessica Bruntzman, Ken Kleinrichert, David Hricik, Chad Deville, Matt Hodges, Toni Morrison, Matt Hodges

Excused: Joni Holly, Carolyn Collins, Rene Hill

Call to Order: 8:30am President-Elect Dave Wilsey presiding

Pledge of Allegiance

Motion to Ratify the Agenda- Motion passed w/ modification for MR letter under Candidate Endorsements / RPAC Report

Motion to ratify the Consent Calendar – Seconded, no discussion, motion passed.

- Minutes Board of Directors
- New Member Approval
- RPAC Committee Minutes
- Minutes Affiliate Committee
- TAAR Executive Committee
- CEO Report
- Financial

Member comment – No response

Presidents Report – Dave Wilsey sitting in for vacationing Joni Holly

- Fall Event – Pumpkin’s and Brew? Chad Deville offers his assistance in planning.
- Golf Outing – Man a cart. If golf outing isn’t canceled then sounds OK.

UNFINISHED BUSINESS

- Rebranding Project – Michael Kent presenting on Aspire North Realtors – Messaging, Logo and Branding Exploration
 - Starting Tag line: Motion passed to go with the list
 - Logo: Motion passed to go with the design
 - Suggesting a soft launch in October and then a hard launch January 1st proposed by Pontius
- 2020-2021 Budget Modifications – Motion passed to the language suggested by Kim which was to reduce the TAAR RPAC contribution from \$10,000 Platinum “R” to our usual \$5,000 Golden “R” level and to eliminate any increase in new staff members. This will result in a positive variance if the membership numbers meet goal.
- Candidate Endorsements – Matt Hodges RPAC Committee Chair
 - 101-105 district candidates have been interviewed and public endorsements have been made in alignment with Michigan REALTORS® process.
 - 101- Incumbent Rep. Jack O’Malley (R)
 - 102-Incumbent Rep. Michele Hoytenga (R)
 - 103-Incumbent Rep. Daire Rendon (R)

- 104-John R. Roth (R)
- 105-Tony Cutler (R)
- Review of the Michigan REALTORS® letter in regards to Elk Rapids Opposition of STR- Motion passed to support the Michigan REALTORS® letter from Brian Westrin and for Kim to contact the Village Manager to go on record with the TAAR support and alignment.
- Media Datasharing Complaint – Kimberly Pontius
 - Review of the attorneys letter which was sent to TCBN. Motion passed to sit idle and see what happens next.

NEW BUSINESS

- REALTOR® of the Year-Nomination due Monday, June 29th. Board members urged to submit a nomination before the deadline.
- TART Update- \$15K budget- Limited spend of the \$15K as COVID-19 ; a few trail signs have been created and an event is planned with the TAAR listed as a major sponsor.
- July/August Board Meetings – Motion passed to cancel July BOD meeting
- Draft TAAR Policy 23 – Virtual Classroom Guidelines – Motion to ratify. Motion passed.
- NGLR Board -The TAAR BOD is in support of Ken Kleinrichert bringing new conversations with members regarding the Active Taking Backups and Pending Status to NGLR.

Member Comments – no response

For the Good of the Order

Adjourn Meeting at 10:11am