

## Aspire North REALTORS® Board of Directors Meeting

June 25, 2021

**Attendees (In Person):** Dave Wilsey, Rene Hills, KJ Sayer, Carolyn Ulstad, Jessica Brutzman, Stephanie Koppe, Toni Morrison, David Hricik, Katie Hoyt, Heather Hudson, Ken Kleinrichert, Kim Pontus

**Absent:** Excused - Matt Hodges, Chad Deville, Joni Holly

**Call to order:** 8:34am

**Motion to approve the agenda** – Motion passed, Added Groundworks update from Carolyn to New Business

**Motion to approve the Consent Calendar:** - Motion Passed

**1<sup>st</sup> Member Comment phase** – no comments

### **President's Report:**

Dave had a light president's report. He is excited for the upcoming teambuilding event that was just booked for BOD, Committee Chairs and Aspire North Staff. We will be going on the Tall Ship Manitou July 29 from 12:30 – 3pm. Everyone needs to respond to the invitation that was sent out, so they can have a head count. Aspire North is sponsoring a 4-some in the Traverse Connect golf outing on August 11<sup>th</sup>. The outing is at Crystal Mountain, shotgun is 9am. So far, the team consists of Dave Wilsey, Rene Hills, David Hricik.

### **Unfinished Business:**

- 2021 Meeting Calendar
  - o By a motion of the board the July BOD meeting is cancelled
  - o Aspire North Golf Outing is scheduled for August 26<sup>th</sup>, at the Bear at GTR.
  - o Realtor Safety Month is September
  - o MR Convention (September 28-30), registration is open.
- Affiliate Update
  - o They had their first meeting in-person in over a year!! YAH!
  - o They are looking for additional REALTOR members to be on the committee
  - o Review of Ballpark & Brews event – event was a huge success, good job Lauren and the team!! Next time it will be shortened to a 3-hour event instead of 4.
  - o Quarterly Coffee Connect: they may change things up a bit and are talking about adding mimosa's, the next one will be August or September.
  - o Summer Soiree is July 22<sup>nd</sup> in the Aspire North Parking lot. Jerry Endres's wife has a cocktail truck and there will be a food truck. Everyone will get a drink ticket and a food ticket.
  - o Golf Outing = Todd Jarold is working hard on getting all the details pulled together. Sponsor and registration for the event are coming out soon.
- **Director Travel & MR Convention – Discussion**
  - o We need to get registered for the NAR and MR event!
  - o Kim reminded us to review the directors travel policy on the member's only page.

- Kim has been looking at the potential sponsorship opportunities available to us. Doing a billboard maybe out of the question, running out of time to get it arranged.
  - We discussed the possibility of a hospitality suite, or a coffee bar sponsorship, etc...
  - Kim is looking for ideas, we might be looking at spending a few thousands of dollars.
  - If we did a booth, we would need people to man it, which could be a conflict or self-promotion for individuals and not our brand
  - Doing a Facebook campaign promoting our brand, maybe doing a filter on Snapchat/social media. – Take a photo with our filter and tag Aspire North for a chance to win a prize.
  - Ken made a motion to do a hospitality suite with a budget of \$3500 (motion was withdrawn after further discussion)
  - Rene asked about us sponsoring a session?
  - Maybe give out swag? Thermo coolers or Yeti's with our name???
  - **MOTION: To budget up to \$3,000 for options to sponsor**
    - Made by Toni, Seconded by Heather
      - Approved for a task team to further look into options and get with Kim: Task team includes Heather, Toni and Jessica
      - Motion carries
- **Revisit SolTAAR**
- Kim asked for some direction and if we should revisit the project
  - There are new tax credits that are available and Traverse City Light and Power now has a program for customers, which we are a customer
  - **MOTION: For Kim to explore reopening the SOLTAAR Project and report back to the sustainability committee**
    - Made by Ken, Seconded by Toni
    - Motion carries
- **Garfield Courts Update**
- Ken provided us an update, there have been a few showings and some interest, but not for the whole space. Smaller parts of the space
  - The unit can be divided into smaller more manageable spaces depending on a person's needs.
- **REALTOR of the Year 2021**
- Right now, we have 1 maybe 2 nominees for the same person
  - Board of Directors are encouraged to nominate someone!!
  - Deadline for nominations is July 5<sup>th</sup>
- **Election of Directors Poll Results**
- 381 emails were opened
  - 183 Submitted a response
  - 141 Support the change (which is 93%)
  - 42 do not support the change
  - **MOTION: Board to approve the results and implement the change for the election of the Board of Directors**
    - Made by Ken, seconded by Jessica, Motion carries

**New Business:**

- **NGLRMLS Update**

- They had their board retreat at the end of May in Midland
- The board met with MichRIC regarding entering into a data sharing agreement. MichRIC has a requirement for a compensation agreement. They did a broker survey to NGLRMLS brokers:
  - Survey results
  - 203 brokers received the email
  - 36 responded yes (67% are in favor)
  - 14 do not agree
  - 3 opened and did not response
  - For a broker to receive the email survey they must be listed as a DR in our system
- **MOTION: Vote to support NGLRMLS survey results and for and approval for data share compensation**
  - Made by Ken, Seconded by David
  - Motion carries – Now it forwards on to NGLRMLS Board.
- RentSpree:
  - This is a free service being offered to our REALTOR members. There is a \$30 application fee that the applicant is charged, NGLRMLS will receive 15% of application fees paid by the consumer. (it will be given back with the dividend). This service is starting in October
- Sentikey:
  - Showing service that is owned by NAR
  - NGLRMLS is entering into a 12-month contract. We will be keeping ShowingTime for now. Sentikey is no fee to agents. The MLS is paying \$1/month per MLS user.
  - Should be up and running to use in October or November
  - There are some features that are unique to Sentikey
- Team Names:
  - NGLRMLS board agrees with us regarding how a team is presented in the MLS. Licensee name first, Broker second, then the team name.
  - NGLRMLS has sent letters to those teams in question
- HOMESNAP:
  - Was removed from the home page
  - A few members would like it back
  - Kim is looking into reactivating it only for brokers with Home Snap accounts. Other brokers will have the choice to opt-in and can share their data to the public portal.
  - Kim is waiting for a reply from Home Snap
  - Board will be further discussing when they receive more information
- Compliance actions:
  - People are sharing their usernames and passwords
  - NGLRMLS is working on investigating and people found in violation will have to go before the MLS Board for sanctions and potential fines.

- There are currently many repeat offenders, people are being notified. Board is looking into limiting how many violations you can have before MLS users are suspended from the service.
- **Dues 2022**
  - CEO report discussed implementing a 2% increase to the dues to keep up with the cost of inflation.
    - **MOTION: Starting with the 2022 – 2023 dues association to implement the 2% increase**
    - Made by Toni, David second
    - Motion carries
- **Financial Discussion**
  - The dividend payment from NGLRMLS is about \$50,000, Laura Lynn Turmel our Aspire North Financial Manager would like to have those funds go into the Capital acquisitions account.
    - **MOTION: To follow Laura Lynn’s direction and put the dividend into the capital acquisitions account**
      - Made by David, seconded by Toni
      - Motion carries
  - MR/NAR dues that we collect in July usually go into a savings account. Laura Lynn is asking if we would like to look into a 6-month CD. The interest would go to the general fund.
    - **MOTION: To have the MR/NAR dues collected go into a 6-month CD with State Savings Bank**
      - Made by Toni, Ken seconded
      - Motion carries
- **Groundworks:**
  - Carolyn Ulstad provided us with an update about Groundworks and what the next steps are in the future of passenger rail service in the state of Michigan.
  - Rail service will connect the state from not only East to West side, but from North to South. In 2018 the first phase was completed, and the study showed this is feasible.
  - Now it is time to move onto the 2<sup>nd</sup> phase which includes applying for a grant called “Raise the Infrastructure”. Groundworks is requesting \$700,000 to have the development study done. This includes running modeling, cost of ridership, more detailed costs, etc.
  - Groundworks is asking Aspire North for a letter of support.
  - It was added that the bedroom communities and the major stops will add value to the housing market for accessibility.
    - **MOTION: For Aspire North to provide Groundworks with a letter of support**
      - Made by Rene, Jessica seconded
      - Motion carries

**2<sup>nd</sup> Member comment phase** – Clint is looking for more volunteers for the Cherry Fest standing parade at GTR on July 10.

**Motion to Adjourn:** 10:08am