

Aspire North REALTORS®

Board of Directors Meeting

August 27, 2021

Attendees (In Person): Dave Wilsey, Rene Hills, Kj Sayer, Carolyn Ulstad, Jessica Brutzman, Stephanie Koppe, Toni Morrison, Katie Hoyt, Heather Hudson, Kim Pontus, Joni Holly, Chad DeVille

Virtually: Ken Kleinrichert

Excused: David Hricik

Call to order: 8:31am

Motion to approve the agenda – motion passed

Motion to approve the consent calendar: - Pulled: Membership committee, CEO Report and Financial Report added to new business - Motion Passed

Presentation – Traverse Connect

- The TC chamber has reorganized and rebranded
- New goal is to work with partners to build entrepreneurial ecosystem
- Not just for private business, but all sectors
- They are focusing on year-round jobs, servant leadership
- Advocacy and government relations, business engagements and leading communities' priorities
- Business expansion – Scale UP awards, they are currently doing a skills gap study (results should be in mid-September) and a Regional Wage gap Study (This is being led by Networks Northwest and results should be in by the end of the year)
- This past year they launched their “Michigan Creative Coast” campaign
 - o This is a full service relocation sector – it is a one stop resource
 - o The goal is to get people to move here and be comfortable with all aspects of living here and have a mentor help with making the move
 - o www.michigancreativecoast.com
 - Right now they have Career and Life tabs, and they are going to be adding Real Estate, Schools and more information about the 5 county region they encompass
 - o They have Northern Navigators (kind of like a mentor from the area) – there are 12 right now and they are adding 9 more
- They have been targeting cities on the East and West Coasts and have been targeting entrepreneurs and millennials
- Traverse Connect would like help with the real estate and neighborhood parts
- Also are encouraging us to follow them on social media – the best marketing is “Word of Mouth”

1st member comment phase – No Comments

Meagan Luce – Brought to our attention the current Buy and Sell agreement we have. She feels it needs to be reviewed and revised. Some specifics she noted:

- Home Warranty – Who pays for it?
- Financing – Contingent upon appraisal and specific loan amount
- Fixtures & Improvements – TV mounts
- Assessments – currently states seller to pay at close

She asked us for an AD HOC committee to review and get with legal.

President’s Report:

After the last meeting (in June) Dave attended a TART Event at Stone Hound Brewing, it was to feature the Acme connector trail, with the proposed trail and what is already in place. He also attended the Aspire Summer Soiree, as usual another awesome event and great to see people in person. The Leadership and Staff retreat at the end of July was awesome as well. Lauren and staff have been doing a phenomenal job on the events. Early August Dave participated in the Traverse Connect Golf Outing at Crystal Mountain – he noted they didn’t play well but had fun. Aspire North Golf outing on August 26th, we had over 80+ golfers – Dave’s team won! RPAC scavenger Hunt is coming up in September more details to follow but can have teams of 2-4 people, there is a Championship belt for the winning team and gift cards to Downtown TC.

Unfinished Business:

- 2021 Meeting Calendar
 - o REALTOR® Safety month is September
 - o MR Convention (September 28-30), - Rebates are still available all Aspire attendees
 - o General Membership Meeting – Will be at Twin Parks Lodge at 6800 Long Lake Rd, this will be a morning event.

- Affiliate Update – Katie Hoyt
 - o Golf Outing (8.26.21) – Todd and Lauren did a fantastic job!!
 - o Summer Soiree has good attendance
 - o Quarterly Affiliate Coffee Connect: next one is September 16th at the Aspire North office from 8:30-10am
 - o Added two more REALTOR® members: Julie Rapson and Paul Fialon
 - o In October will be the Affiliate Appreciation event at Brengman Brothers
 - o They are starting to work on the Christmas Party and are looking at the Park Place – Possible dates are December 2nd or 9th

- MR Convention Plan – Toni Morrison
 - o We will be sponsoring a photo booth that will be at the registration area upon arrival
 - o For the Rise and Refocus session, we will be sponsoring a Bloody Mary/Mimosa bar prior to Ben Whiting’s session.
 - o We will also have branded hand sanitizers available

- Director Elections:
 - o The petition was sent out on 8.23.21 and then a blast was done via email on Wednesday.
 - o Directors are encouraged to try and recruit someone new to the board or find a replacement
 - o There are only 3 slots available.

- Parking Lot Findings:
 - o Sidewalk easement was recorded in 1993. When we added 1000 square feet to our building
 - o In 1997 there was a recorded right of way to access Center Street already on file
 - o Kim is working with the city to get a right of way from Garfield Courts to Center Street
 - o Some legal work that we are going to get billed for

New Business:

- Buy Sell Agreement Document:
 - o This hasn't been reviewed since 2012
 - o It was mentioned to have Meagan Luce lead the Ad Hoc committee on this
 - o Kim asked if a rewrite of the agreement was going to be Aspire North form or NGLRMLS?
 - o It is thought to focus on Aspire North Association first.
 - o We will need to work with an attorney and then take a draft to NGLRMLS
 - o We need to close any loop holes
 - o The forms do need to be copyrighted
 - o MOTION: Make a task team to review Buy Sell Agreement
 - Made by Renee, seconded by Matt
 - Discussion: to have Meagan Luce to Lead, Clint Wheeler volunteered to help
 - Motion Passed

- Sponsorship Agreement Form/Policy 9
 - o Form was created to accompany Policy 9. The form will need to be filled out and approved prior to use of Aspire North Logo
 - o Some felt the form was vague and doesn't state for use of Logo. – Would like to see specific use
 - o Anymore thoughts email to Kim and Lauren

- RFP for NGLRMLS
 - o In September a call for proposals goes out to the boards within NGLRMLS to manage MLS operations.
 - o MOTION: Aspire North Board directs Kim to send RFP for another 3-year cycle to NGLRMLS
 - Made by Renee, Seconded by Chad
 - Motion passed

- REALTOR Relief Fund:

- Kellie Sergent is the liaison for RRF
- To date \$33 million has been given from the fund in the last 20 years
- We need to get more involved with what we give
- We are encouraged to give money before the end of the year, both individually and as an association
- Matt and Kim discussed donation of \$10k-\$20K – This is a tax deductible donation
- Last year we donated to Midland Board for the floods
- Text RRF to 4144 to donate
- **MOTION: Aspire North to donate \$10,000 to the REALTOR Relief Fund**
 - Made by Renee, Seconded by Chad
 - Discussion: We should hold check until after audit findings are approved and Kim can take the check to the NAR convention in November
 - **Motion Passes**
- Membership Committee:
 - Coffee Connect – some would like to see this event done more frequently
 - Maybe something to collaborate with the Affiliate Committee on and do once a month
 - Membership Committee is feeling a little invaluable, emails go un-responded too.
 - Renee would like direction from the board
 - Katie H. Agrees with Affiliate Committee teaming up the committees
- CEO Report:
 - Housing Summit is coming up and is going to be virtual again this year
 - Do we want to sponsor again?
 - There were some personal reservations both for and against sponsoring, but overall the BOD feels we need to have a presence
 - **MOTION: Allocate \$2500 to sponsor the Housing Summit**
 - Made by Toni, seconded by Matt
 - Discussion: The event last year was awkward
 - Connor is still a liaison
 - We should have a common goal and be involved
 - Cost are lower for a virtual event then an in-person event
 - Need to have a conversation with them regarding goals and to better the alignment
 - **MOTION Amended: BOD will leave it up to Kim's discretion, but funds available will be up to \$2500 to spend for a sponsorship**
 - Motion Passes
- Financial Report:
 - We are currently in a full audit; Laura Lynn is waiting for the audit to come back with numbers
 - Rene asked if the dividends that are received twice a year from NGLRMLS can be refunded back to the brokerages
 - Some MLS's do that Kim stated
 - Or give to the REALTOR® Relief Fund
 - We need to add this to next month's agenda once we have numbers
 - Board ultimately gets to decide what to do with the dividends

2nd Member Comment Phase

- Clint Wheeler comments funds should go back to the Board Members!

For the Good Of the Order:

- Add to next month's agenda:
 - o Trying to organize CIPS course, might have a core group to go. The goal is 30 people.
22% of purchases in the last year are from outside of the US
 - o Social Media Policy – this needs to be updated
 - o Compliance actions

Motion to Adjourn: 10:24am