



Board of Directors Meeting Minutes | October 22, 2021

Attendees (In Person): Dave Wilsey, Rene Hills, Kj Sayer, Joni Holly, Stephanie Koppe, Toni Morrison, Katie Hoyt, Heather Hudson, Ken Kleinrichert, David Hricik, Matt Hodges, Chad Deville, Jessica Brutzman, Kim Pontus

Absent: Carolyn Ulstad

Call to order: 8:31am

Motion to approve the agenda – Added MLS Committee to unfinish, NGLRMLS dividends to new business – Motion passed

Motion to approve the consent calendar: motion passed

1st member comment phase – none

President's Report:

MR Convention was nice to see a lot of us there. The expo was good, Dave also attended the RPAC major investor party. The silent auction raised about \$44,000. NW Housing summit was the previous two days prior to the board meeting, Dave will be going back through the online session and reporting more next month. Affiliate appreciation party – kudos to Katie! We need to encourage our members to attend the GMM on October 28th.

Unfinished Business:

- 2021 Meeting Calendar
 - Dates for the November and December Board meetings have been updated and are moved up one week due to the holidays.
 - NAR conference is coming up in a few weeks
- Buy & Sell Agreement:
 - Clint provided an update on behalf of the task team. They had one meeting, a second meeting had to be rescheduled, we will have an **update at the November meeting**
- Garfield Courts:
 - There has been some recent activity, a few showings and another after the Board meeting. Ken is hopeful that a contract may come soon.
- Sustainability/Aspire to know & New Member approval:
 - This committee is creating an "Aspire to Know" campaign. The focus will be on Energy, Environment, and NAR GREEN designation
 - The hope is to affect change by knowledge
 - At one time our association had the most GREEN™ designations per capita. Jennifer Kowal is working on putting together a GREEN designation class for 2022.



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- Doug Swartz has been added to the committee.
- Matt will be stepping back in 2022, due to his responsibilities as president. They are looking for another member for the committee.
- There will also be a public focus, to help get us in front of the communities we serve as well.

New Business:

- NGLRMLS Dividends:
 - Rene suggested that we give the dividends back to the brokers since that is where the funds originate from
 - Also, wants to see us do something more consistent with them
 - Heather would like us to find ways for us to put it back into the communities, towards new projects, etc...
 - Nice to have the flexibility
 - This has been our cushion for some of the things we do.
 - Jessica would rather see it used toward Realtor services, i.e. "For Warn" – more benefits and add more value to the membership.
 - Look back at the numbers and review what has been spent on in the past.
 - Put some towards a consistent ear mark for the Realtor Relief Fund and we need to create more of a plan.
 - We need to bring this up at the retreat and continue the discussion
- MLS Committee:
 - Kim (Aspire North) received another 3-year contract with NGLRMLS
 - NGLRMLS board adapted Plan A for the data share. It is free and we will have more access from other boards.
 - **MOTION: As a board we support option A**
 - **Made by Ken, seconded by Rene**
 - **Passed**
 - We need to work on getting the message out to membership when we have access – some sort of informational piece. Michael to put together a short video of how to access the drop down
 - Part 2 = put a plan in place to get other surrounding boards to join us
 - Storage Units:
 - MLS committee wants the policy manual updated, storage units are not residential based on zoning
 - **MOTION: Added to MLS policy manual: Any structure to be listed as residential property in the MLS must have proper zoning for residential structure and have Certificate of Occupancy upon completed sale of listed structure**



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- Made by Toni, seconded by Ken
- Motion passed – now it will go to the NGLRMLS board
- Sentikey:
 - This will run concurrently with Showing Time for the next 12 months
 - It is similar to Showing Time, our goal is to move away from Zillow platforms
 - We will review usage nearing the end of the 12 months
 - There is a webinar (link was emailed), to sit through prior to using. 10/26 it is rolling out.
 - Showing Time is slightly more expensive.
 - E-blast went out on Friday about this.
 - This is not the lockboxes!!
 - Kim is going to find out if there is a broker account, what is the cost and get more information to the brokers.
- Awards & Installations:
 - With Lauren leaving at the end of the month, we have not started to work on this event
 - Attendance has been down at all other events
 - This is an expensive event, does it make sense to do a large event or do something more intimate
 - Is it time to rethink how we do events going forward
 - We need to have them – but add more value
 - Maybe put a team together to facilitate the events
 - Sponsorships are starting to get harder to get
 - Jessica said she would chair events committee, Rene and Katie also said they would help
 - Katie is going to ask the affiliate committee if they would like to help.
 - This maybe the chance for the membership and affiliate committee collaborate events together.
 - Is there something we can do as a board to get more volunteers and participants
 - Idea is to combine the retreat and the awards program
 - What if: we have our thing, but have a public event, i.e. concert, and the public pays. Maybe partner with nonprofit or a venue. (Traverse Connects already does something like this)
 - How do we do things successfully?
 - We need to create something to get members excited about, maybe even combine events



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- Leadership Retreat:
 - Matt and Kim will get started working on this event
 - Question was asked what we will prefer, something more than 4 hours!!
 - Would like to see it in January, similar to what we did at Crystal
 - Invite some members as potential leaders
 - Rene would like board to fully review policy manual & Robert Rules
 - More than 1 day and combine Awards and Installation in conjunction with Retreat
 - Charge a higher guest fee

- Economic Outlook:
 - Traverse Connect event on November 2nd at GTR
 - Kim took names of directors that will be going to sit at the table for Aspire North

- 2nd Member comment Phase:
 - Clint commented that because we are still in a pandemic, some people have a issue of being at large events
 - Adjourn 9:58 am

2nd Member Comment Phase

For the Good of the Order:

Motion to Adjourn: 10:30am

