



# North Dakota Association of REALTORS®

318 West Apollo Avenue – Bismarck, ND 58503-1412  
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[www.ndrealtors.com](http://www.ndrealtors.com)      [info@ndrealtors.com](mailto:info@ndrealtors.com)

2009

## BOARD OF DIRECTORS

### *PRESIDENT*

Dave Lanpher, ABR, CRS, ePRO, GRI

### *PRESIDENT ELECT*

Rita Schuster, ABR, CRS, GRI

### *VICE PRESIDENT*

Daryl Braham, CRB, GRI

### *PAST PRESIDENT*

Tate Cymbaluk

### *NATIONAL DIRECTORS*

Tate Cymbaluk

Dewey Uhlir, ABR, CRS, GRI

### *REGIONAL VICE PRESIDENT*

Scott Louser, ABR/M, CRB, CRS, ePRO, GRI

### *LOCAL BOARD REPS*

#### *Badlands:*

Becky Thorpe, GRI

#### *Bismarck-Mandan:*

Mary Splichal, CRS, GRI

Greg Larson, GRI

Vicki Roller, CRS, GRI

#### *Fargo-Moorhead:*

Scott Breidenbach, GRI

Peggy Isakson, ABR

Brenda Martinson, ABRM, GRI

Lyn Dwyer, GRI

Mark Mason, ABR, CRS, GRI

Stephanie Sarabakhsh, ABR, GRI

#### *Grand Forks:*

Cindi Kouba, CRS, GRI

Mavis Winkels, CRS, GRI

#### *Jamestown:*

Diann Loper

#### *Minot:*

Flint Forsberg, CRS, GRI

Wade Williamson, ABR

#### *Wahpeton-Breckenridge:*

Donna Keogh, CRS

#### *Williston:*

Craig McIvor

### *EXECUTIVE VICE PRESIDENT*

Jill Beck

[Jill@ndrealtors.com](mailto:Jill@ndrealtors.com)

### *EXECUTIVE ASSISTANT*

Moni Krantz

[Moni@ndrealtors.com](mailto:Moni@ndrealtors.com)

### *GOVERNMENT AFFAIRS DIRECTOR*

Claus Lembke

[Claus@ndrealtors.com](mailto:Claus@ndrealtors.com)

### *ADMINISTRATIVE ASSISTANT*

Brenda Helm

[Brenda@ndrealtors.com](mailto:Brenda@ndrealtors.com)

Board of Directors Minutes

May 6, 2009

Telephone Conference Call

**Present:** Dave Lanpher, Rita Schuster, Daryl Braham, Diana Zietz, Tate Cymbaluk, Dewey Uhlir, Becky Thorpe, Mary Splichal, Greg Larson, Vicki Roller, Doug Schonert, Scott Breidenbach, Peggy Isakson, Brenda Martinson, Lyn Dwyer, Mark Mason, Stephanie Sarabakhsh, Cindi Kouba, Mavis Winkels, Diann Loper, Flint Forsberg, Wade Williamson, Donna Keogh, Craig McIvor, Scott Louser

**Absent:** None

**Staff:** Moni Krantz, Jill Beck

**Guests:** Nancy Deichert, John Colter, Mike McEown, Judy Gehrke, Karin Haskell

Roll call attendance was taken and a quorum was declared.

The meeting was called to order at 2:34pm by President Dave Lanpher.

A brief introduction was given of how the meeting will proceed. Members were asked to identify themselves when speaking.

Discussion was held regarding participating in NAR's REALTORS® Relief Fund Program as NDAR is not set up as a 501(c)3 foundation. After approval, NDAR can do fundraising and relief efforts for those members affected by flooding in the state.

A motion was made to approve participation in the NAR REALTORS® Relief Fund. (M/S/C)

A motion was made to set the Executive Committee as the Review and Oversight Committee for the REALTOR® Relief Fund to work with NAR Staff for proper administration. (M/S/C)

A motion was made to appoint Jill Beck as the Administrator for the REALTOR® Relief Fund. (M/S/C)

Peggy Isakson, Membership Services Committee Chair, gave an overview of the proposed Advertising Matching Fund Program. The proposed program would offer matching funds to local boards based on their primary ND member counts as of March 31, 2009. See proposed guidelines and application attached.



A motion was made for NDAR to use funds of up to \$50,000 towards the Advertising Matching Fund Program using the proposed guidelines and application.

Vicki Roller left the meeting at 3:00pm.

After discussion, a roll call vote was taken with a result of 15 Yeas, 8 Nays (M/S/C)

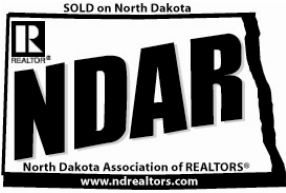
A Task Force for approving Matching Fund Applications will be appointed by President Lanpher.

President Lanpher expressed his appreciation to Membership Services Chair Peggy Isakson and the Task Force that worked on the project.

The meeting was adjourned at 3:15pm.

Respectfully submitted,

Moni Krantz



## 2009 NDAR Co-op Advertising Matching Fund

### Goals:

- To promote working with a REALTOR®
- To make buyers and sellers aware of the \$8,000 tax credit for First Time Homebuyers
- To show what a good market we have in ND
- To talk about the real estate industry

### Funds Available (matched dollar for dollar):

Each local Board/Association will be able to apply for up to \$35 per primary ND REALTOR® member (ex: If the Board has 50 members, they are able to request up to \$1,750 to match their own funds) In the event a local Board/Association chooses not to utilize the co-op advertising funds, the monies will remain in NDAR's Reserves. Membership numbers from March 31, 2009 will be used for calculating.

### Eligibility:

Any local Board/Association interested is eligible. The Board/Association must put its own money into the Marketing/Advertising campaign to receive matching funds.

NDAR will match your advertising/marketing budget dollar for dollar up to \$35 per member for certain expenses (see allowable expenses section below)

A Board/Association may submit for any amount under \$35 per member and may make multiple submissions. Each Board/Association will be capped at \$35 per member in matching funds.

The program will run from January 1, 2009 through December 31, 2009. All applications and receipts must be submitted to NDAR on or before December 15, 2009. No funds may be issued beyond December 31, 2009.

### General Guidelines:

All costs submitted for reimbursement must be verifiable. After the local Board/Association pays the bill, submit a copy to NDAR. NDAR will pay 50% (up to the maximum \$35 per member) to that Board/Association.

All reimbursement applications must be received by NDAR within 30 days of incurring expenses. Evidence must be provided.

Each applicant must submit their Marketing Plan or Marketing and Development Plan and Budget that demonstrates how the proposed activity will meet the goals of the plan.

The funds made available for the Co-op Advertising program shall be used primarily for advertising and promotions cost. For purposes of this policy: "Advertising" shall be taken to mean the cost of advertisements in radio, television, newspapers and magazines, printing of newsletters, direct mail, posters and handbills, internet and other paid advertising, the purpose of which is to focus on the goals listed above. Boards/Associations are encouraged to work together when possible.

**Advertising:**

Professionally produced printed regional commercial magazine or newspaper advertising; audio/video production and broadcast time.

**Billboards/Signs:**

Lease of commercial billboard space or private signs will be considered on interstate and primary highways. All production costs of billboards/signs including design, installation and layout are eligible. Signage must be placed in a timely manner.

**Allowable expenses:**

Purchase of space, time and related production costs including design, color separations, photography, printing and professional distribution contracts. Common sense and conservative spending is recommended.

Costs for staff salaries, overhead, travel expenses (such as transportation, lodging and/or meals) and fixed assets are **not** allowable advertising and promotions reimbursable expenses. Cannot be used to promote an individual member or company. Cannot use one individual REALTOR® as a spokesperson.

**Membership Numbers as of March 31, 2009:**

Board	Primary ND REALTOR® Members
Badlands	79
Bismarck Mandan	291
Fargo Moorhead	531
Grand Forks	181
Jamestown	44
Minot	170
Wahpeton Breckenridge	18
Williston	35

**NAR Advertising Information:**

[http://www.realtor.org/press\\_room/surroundsound](http://www.realtor.org/press_room/surroundsound)



# 2009 NDAR Co-op Advertising Matching Fund Application

Local Board/Association: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Name of vendor you are advertising with or purchasing marketing materials from:

\_\_\_\_\_

Type of advertising/marketing piece: \_\_\_\_\_

Timing - When will ads run or when and how will marketing materials be used:

\_\_\_\_\_

\_\_\_\_\_

Cost: \_\_\_\_\_

Notes/Comments: \_\_\_\_\_

\_\_\_\_\_

Submit Completed form and proof of expenses paid to:

NDAR  
318 W Apollo Avenue  
Bismarck, ND 58503  
[info@ndrealtors.com](mailto:info@ndrealtors.com)



*Administrative Use Only*

Date Rec'd: \_\_\_\_\_ Date Approved: \_\_\_\_\_ Co op \$ \_\_\_\_\_