



North Dakota Association of REALTORS®

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2011

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EXECUTIVE ASSISTANT

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ADMINISTRATIVE ASSISTANT

Suzanne Wetz

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Minutes

Membership Services Committee

February 8, 2011

Present: Lyn Dwyer, Vicki Roller, Bob Karn, Karin Haskell, Ninetta Wandler, Lynnell Strothman, Perry Weekes, Valerie Fiske, Peggy Isakson, Hollie Kietzer, Vivian Thingelstad, Dewey Uhlir, Dave Lanpher (for LuAnn White), Patsy Dombovy, Laurel Haake, Diann Loper, Marsha Mugaas, Jared Miller (for Steve Diederick), Kim Visser

Absent: Doris Hoff, DeAnne Mason, Linda Bunde, Donna Higginbotham, Carrie Montoya

Guests: Steve Lunde, Nancy Deichert, Judy Gehrke, John Colter, Amy Hullet, Karen Bureau, Daryl Braham, Chris Polychron, Jim Dunavan, Doug Schonert, Kipp Harris, Kevin Fisher, Dennis Kaiser, Susie Lefor, Rita Schuster, Scott Breidenbach, Larry Louser, Dave Branson, Guy Miller, Shelly Zach

Staff: Moni Krantz

The meeting was called to order by Chair Lyn Dwyer and attendees were introduced.

Minutes from October 6, 2010 were reviewed and approved as presented. (M/S/C)

Reviewed member stats and demographics.

Local board reports were given regarding local events, speakers and activities.

The Marketing Co-op funding was discussed. The total budget for Membership committee is \$20,000.

A motion was made to continue with Marketing program and remove goal pertaining to tax credit (#2), add a goal to promote preserving the Mortgage Interest Deduction, and allow the Task Force to set a per-member reimbursement (M/S/C).

REALTOR® Involvement Program – discussion held.

- Can't force people to do it
- Thank members for volunteering
- More promotion at local level
- Challenge to committee members to fill it out

Salvation Army – Debriefing is being scheduled with NDAR staff, local board volunteers, and Salvation army staff. Anyone with photos is asked to send them to NDAR for promotion.

A motion was made to continue with the REALTOR® Ring Day program for 2011. (M/S/C)

A motion was made to schedule the Salvation Army Ring Day on December 9. (M/S/C)

Our focus in 2011 is ***"It's All About YOU"***, the member. Our goals are to:

- improve communication to and from the Association to you
- develop innovative services and support in technology for you
- increase the efficiency of the business of the Association and for your business



Discussion regarding the Young Professionals Network (YPN) Chapter was held. "Next REALTOR® Generation" (NRG) was suggested as a name change, which allows for new agents rather than defining by age. Staff will look into the possibility of changing the name.

Challenge to organize local groups to form the state chapter. Place on agenda for April meetings.

President Daryl addressed to group. Thanked Chair Lyn for "jumping in" as Chair without having served as Vice Chair because of changes.

Chris Polychron, 2015 NAR President spoke to the committee. He thanked everyone for their service and participation in the Association. He really feels the REALTOR® family here in ND.

NDAR Leadership has issued a challenge to all committees for 100% participation in RPAC. The focus is that ALL members of every committee give at least the \$30 per member goal. Leaders in the Association need to set the example and that will in turn help achieve the state goal of 75% participation overall. Larry Louser also mentioned his challenge to other states that ND will achieve 400% of the fair share goal as set by NAR.

Objectives from Board of Directors were reviewed and discussion was held for implementing them. In an effort to improve communication, it was suggested to look into new company for printing the quarterly newsletter. It was consensus that the content is good, but look for a company that can spruce up ads and the quality of printing. Get "bids" for same process as currently with BHG (Dave Lanpher & Dewey Uhlir will work with staff). Another idea was moving to an electronic newsletter instead of printed.

Weekly Podcast topic suggestions: Politics that affect our business, Link to Ron Phipps NAR President's Podcast, Mortgage Interest Deduction, Homeownership Matters, Legislative Update, Kick off for Salvation Army Ring day, House Logic, Affiliate members doing some, Well-spoken consumer – used REALTOR® because...

Committee members willing to create a podcast: Lyn Dwyer, Hollie Kietzer, Marsha Mugaas, Laurel Haake, Scott Breidenbach, Peggy Isakson, Karin Haskell, LuAnn White, Patsy Dombovy, Diana Zietz, (Mark & DeAnne Mason were suggested for a Salvation Army message).

Committee members were asked to continue to think of ideas for objectives and bring back to the next meeting.

Information from MongoFax was reviewed. The group requested a short demo with costs detailed to be scheduled for April meeting.

UPS and Docusign were also presented as possible member benefit programs. More info will be coming from both companies and will be shared with the committee as they are received.

A motion was made to approve Life Membership for Jim Dunavan and Darrell Dallman, Grand Forks. (M/S/C)

A Nationwide Open House is scheduled June 4-5, 2011. This is not sponsored by NAR, but by a group of Communication Directors from Associations. Staff has a request in for more information and this will be forwarded to the committee.

The meeting was adjourned.

Respectfully submitted,

Moni Krantz, Executive Assistant