



# North Dakota Association of REALTORS®

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2011

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### *ADMINISTRATIVE ASSISTANT*

Suzanne Wetz

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Minutes

Membership Services Committee

April 26, 2011

Present: Lyn Dwyer, Bob Karn, Vicki Roller, Ninetta Wandler, Lynnell Strothman, Valerie Fiske, Hollie Kietzer, DeAnne Mason, Vivian Thingelstad, Dewey Uhlir, LuAnn White, Patsy Dombovy, Laurel Haake, Donna Higginbotham, Diann Loper, Marsha Mugaas, Steve Diederick

Absent: Karin Haskell, Doris Hoff, Perry Weekes, Peggy Isakson, Linda Bunde, Cindi Kouba, Carrie Montoya, Kim Visser

Guests: Susie Lefor, John Colter, Daryl Braham, Sally McCravey, Connie Lord, Nancy Deichert, Judy Gehrke, Donna Keogh, Dave Lanpher, Diana Zietz, Todd Anhorn, Mike McEown, Kathy Hammer

Staff: Moni Krantz

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

Minutes from February 8, 2011 were reviewed. Consensus was to approve as presented.

Reviewed member stats and demographics.

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

DeAnne Mason reminded the group that the Salvation Army REALTOR® Ring Day is scheduled for December 9. This year Minnesota will be joining and possibly Wisconsin and SD as well. DeAnne is working to set up more kettle matching and other challenges for the day for Fargo. A goal of \$60,000 is set.

The Marketing Co-op funding was discussed. NAR has copy available for local boards to use for print, radio, etc. No requests have been submitted to NDAR at this time, but some boards have started some advertising campaigns. A suggestion was made for next year to consider a grant program instead of matching funds. It was also suggested to have a weekly podcast cover this topic.

Podcast ideas were gathered from the group: convention promo, keeping RPAC investments up if the NAR dues increase, National Open House, MongoFax. If other ideas come up, please contact Lyn Dwyer or NDAR staff.

Dave Lanpher gave a report of his findings regarding the improvement of the NDAR newsletter. The information he received from a local printer says that in order to upgrade the printing quality, the company would need to charge more for ads than what is currently being charged. Staff will talk to the current print company to get information on options of raising the quality.

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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



Sally McCravey, RPAC Fundraising Chair, asked the committee if it would be ok to have an RPAC column or page included in each newsletter issue. It was consensus of the group to allow this.

Discussion regarding the Young Professionals Network (YPN) was held. "Next REALTOR® Generation" (NRG) was added to the Chapter official title through NAR. Several locals are working on getting YPN groups started. NAR has a site for YPN information <http://www.realtor.org/rmosurv2.nsf/ypnhome>.

A demonstration for MongoFax was given for the committee via webinar. A motion was made to sign up and promote this no-cost benefit to NDAR members. (M/S/C) A podcast was suggested to help promote this.

UPS offers a member benefit program that is being looked at. As more information becomes available, it will be brought to the committee.

Information about the Nationwide Open House day was reviewed. It is scheduled June 4-5, 2011. It is recommended that local boards promote this event for their members. A podcast on this subject was also suggested.

NDAR Leadership has issued a challenge to all committees for 100% participation in RPAC. Currently, there are five committee members who have not given.

Lynnell Strothman reported about sessions her board has held to get member input on what the Board should be doing for members. Focus groups were pulled and roundtable discussion sessions were held to gather the information.

The meeting was adjourned.

Respectfully submitted,

Moni Krantz, Executive Assistant