



North Dakota Association of REALTORS®

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Membership Services Committee

Wednesday, July 27, 2011

Best Western Doublewood

Bismarck ND

Present: Lyn Dwyer, Vicki Roller, Karin Haskell, Doris Hoff, Ninetta Wandler, Suzy Shook (for Lynnell Strothman), Perry Weekes, Peggy Isakson, Vivian Thingelstad, Dewey Uhlir, Patsy Dombovy, Laurel Haake, Donna Higginbotham, Kim Visser

Absent: Bob Karn, Valerie Fiske, Hollie Kietzer, DeAnne Mason, LuAnn White, Linda Bunde, Cindi Kouba, Diann Loper, Marsha Mugaas, Steve Diederick

Staff: Jill Beck, Moni Krantz

Guests: Kipp Harris, Mike McEown, Cindy Harvey, Nancy Deichert, Judy Gehrke, Doris Hoff, Flint Forsberg, Karen Bureau

Chair Lyn Dwyer called the meeting to order.

The minutes from April 26, 2011 were reviewed and approved as presented. (M/S/C)

Membership stats and demographics were reviewed.

Chair Lyn extended her and the committees' thoughts and prayers to the Minot and Bismarck Mandan boards as they deal with the flooding.

Reports were given from each local board regarding meetings, functions, fundraisers, volunteer activities, etc.

Kipp Harris gave a demonstration of the DocuSign program for electronic signatures. A recommendation was brought from the Technology committee to add this as a member benefit and look into the possibility of a discount for NDAR members signing up.

A motion was made to offer DocuSign as a member benefit and staff will research the availability of a further discount for NDAR members. (M/S/C)

A video re-cap of the 2010 REALTOR® Ring Day was viewed. This video was used at the NAR Midyear meetings as a promotion to get other states to commit to the 2011 date. So far five states have made the commitment (ND, Hawaii, MN, Nebraska, SD – and possibly Rhode Island & Connecticut). Discussion was held regarding the 2011 REALTOR® Ring Day set for December 9.

A motion was made to request up to \$400 from the Board of Directors to purchase REALTOR® R buttons (as FMAAR has done previously) for the REALTOR® Ring Day. (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



The Marketing Co-op Funding program was reviewed. So far, only one board has requested funding for 2011. All local boards were encouraged to utilize this funding.

A motion was made to allow the Minot board to use the funds allocated without having to match due to the flooding issues they are facing. (M/S/C)

NDAR has gotten a grant from NAR REALTOR® Relief Foundation of \$50,000, NDAR is giving \$25,000, and are collecting further donations to be able to give grants to those REALTOR® family members directly affected. Discussion was held about how to get the info out to members in need. A suggestion was to send the application to all Minot and Bismarck Mandan members and to brokers asking them to get the info to their agents in need. The Minot and Bismarck Mandan board offices are helping gather a list of those affected and one on one contacts can also be made.

The Executive Committee has charged the Membership Services Committee with organizing a "Help Minot Day" for flood clean up. A work group was set to help staff in getting this coordinated: Lyn Dwyer, Marsha Mugaas, Patsy Dombovy and Vicki Roller. The same will be scheduled in Bismarck Mandan when clean up can begin.

Discussion was held regarding the weekly podcasts. Suggestions for future topics include: flood clean up day, Docusign, HUD Housing class (Suzy Shook), REALTOR® Relief Foundation, REALTOR® Ring day, each committee give a report of their progress, technology tips, Code of Ethics snippets, Legal Hotline (Casey Chapman), Real Estate Commission updates, education coming up, CE requirements.

The newsletter Task Force update was given. It would be very expensive (\$4,800 per issue) to go to a glossy format for printing the quarterly newsletter. Currently, it only costs the Association postage. It was consensus of the group that making it "fancier" is not likely going to help it get read more and to leave the newsletter as it is.

Life Member applications were reviewed. A motion was made to approve Life Membership for Del Scholler (Grand Forks), Jerry Nelson (Fargo Moorhead), and Gerald Eid (Fargo Moorhead). (M/S/C)

A reminder was given regarding MongoFax. This is a new member benefit approved by this committee. It allows faxes to be converted to email.

UPS is offering a partnership with NDAR that will offer a discount on services to NDAR members. UPS will also provide a royalty payment based on net revenue on shipping services. NDAR is asked to promote UPS as the exclusive shipping provider. A motion was made to sign the contract with UPS. (M/S/C)

Budget considerations for 2012 were reviewed. A motion was made to continue the marketing program and keep the budget amount for that at \$20,000. (M/S/C)

A motion was made to request \$5,000 additionally for the committee budget. (M/S/C)

The meeting was adjourned.

Submitted by: Moni Krantz