



North Dakota Association of REALTORS®

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STAFF:

Jill Beck, *Chief Executive Officer*

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Jane Marum, *Admin/Membership*

Services Director

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Robyn O'Gorman, *Admin Assistant*

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Nancy Willis, *Gov't Affairs Director*

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Minutes

Membership Services Committee

June 10, 2015 10:00 a.m. CT

Rose Room

Hilton Garden Inn, Fargo ND

Present: Patsy Chapman, Chair; Todd Anhorn, Vice Chair; Lorrie Nantt, Director-in-Charge; Dewey Uhlir; Sue Heth; Judy Hoskin; Mary Splichal; Cheryl Croonquist; Jodi Tollefson; Ninetta Wandler

Absent with prior notice: Doris Hoff

Absent: LuAnn White

Guests: President Greg Larson; President Elect Cindy Harvey; Vice President Lyn Dwyer; AEs: Beth Mayer, Nancy Deichert, John Colter, Marti Kaiser, Barb Lupo; Karin Haskell, Amy Hullet, Ben Schroeder, Vicky Matson, Mary Shelkey-Miller, Kevin Fisher, Bob Lee, Sharon Lunski, Scott Breidenbach, Tricia Schlosser, Pat Jergenson, Kendra Erickson-Dockter, Ina Cernusca (both with ND Compass)

Staff: Jill Beck, Jane Marum

Patsy Chapman, Chair, called the meeting to order. Welcome and introductions where made.

Patsy reviewed the committee's job description as described on the agenda.

Discussion that a work group be formed to simplify the job description and review the purpose of the committee. Dewey, Jodi, Todd and Jane volunteered for the work group which will meet next week.

Minutes from the March 24, 2015 meeting were approved. **M/S/C**

2015 Strategic Plan Review: The Desktop Reference task force, which includes Lorrie and Patsy, needs MN REALTOR® members who are also NDAR members. The group will determine what parts of the MN Desktop Reference Guide will be relevant for ND. A meeting will be scheduled in the coming weeks. Contacts for additional members will be made.

Non-dues Revenue Taskforce: President Greg reported that the PAG has been created, will serve for 2 years and he is the Chair.

Media on: Market Condition Stats & REALTORS® involved in communities: The goal is to gain the trust of the public by showing what our membership does in the community. Jodi described FMAAR's 3-year commitment to advertising with the theme, "I Love My REALTOR®." All boards are involved in REALTOR® Ring Day. BMBOR's usage of media includes Facebook and a TV ad. Badlands is working on a plan.

TAPS Mentorship: Vicky Matson gave an overview of the program. Dakotas CRS currently supports TAPS as a charity but since CRS in the process of restructuring state



Chapters, it is unknown if this will change. Discussion that TAPS should stay with NDAR; local boards should be asked to designate a TAPS Month every year; a TAPS presentation should be given at State Convention. A motion was made to ask local boards to adopt a month each year for TAPS donations. **M/S/C**

The Spare Key program was explained and the concern raised is membership's lack of awareness of the program. Suggestions were made to make local boards more aware of the program and NDAR should promote it on the website and in newsletter.

REALTOR® Ring Day: Jill reviewed statistics received from the Salvation Army on monies raised by ND REALTOR® Ring Day:

2013 \$25000.00 Friday campaign; \$34000.00 Saturday campaign.

2014 \$55000.00 Friday campaign; \$39000.00 Saturday campaign.

This information shows that ND REALTOR® Ring Day makes a huge impact on donations. An online kettle campaign is available as well but if it is used by boards, notify NDAR so donations can be credited to our campaign.

North Dakota Compass Presentation: Kendra Erickson-Dockter and Ina Cernusca gave an overview of the program.

Taxbot Program Update: The program was briefly explained. The contract with Taxbot has been signed and next week a portal will be added to the NDAR web site where members can sign up for the program.

Membership Stats: The committee was referred to information in the packet.

Other Business: None.

There being no further business, the meeting adjourned.

Respectfully submitted,

Jane Marum, Administrative and Membership Services Director and Jill Beck, CEO