



To advocate for the success of our members in partnership with our local Associations and the National Association of REALTORS®

Minutes

Cyber Alliance

February 14, 2017 10:30 a.m.

East Heritage Room, Ramkota Hotel, Bismarck, ND

Present: Elizabeth Nelson, Chair, Dave Lanpher, Vice Chair, Jill Kjorstad, Director Liaison, Jamie McLean, Shane Cullen, Nick Leavy, Amber Carlton, Dave Blumkin, Dawid Boroski, Geni Holben, Ruth Ann Halvorson

Absent without Prior Notice: Tyler Hofland

Guests: Lyn Dwyer, Ben Schroeder, Mary Splichal, Vicki Roller, Amy Hullet, Kevin Fisher, Dewey Uhler, Emily Johnson, Lynda Hartmann, Sue Heth, Barb Lupo, John Colter, Nancy Deichert, Mary Shelkey Miller, Chris Feickert, Nancy Willis, LuAnn White

Staff Liaison: Jane Marum, Jill Beck

Elizabeth Nelson, Chair, called the meeting to order. Welcome and introductions were made.

Minutes from the June 8, 2016 meeting were approved as presented. M/S/C

The Committee Purpose was reviewed.

**Desktop Reference Guide Update:** Taskforce Chair, Lorrie Nantt, reported that the group is still working on it and a meeting will be scheduled in the near future.

**NDAR website update/improvements:** In general, the main concern is that the functionality of the site needs to be improved. Shane Cullen, Amber Carlton, Jamie McLean, and NDAR staff Jane Marum and Robyn O’Gorman, volunteered to be on a taskforce to make recommendations for updating the website. Ideas for updates included: easier navigation, make info relevant, include a members’ only section and update appearance. The taskforce will work in conjunction with all NDAR committees to make sure the updates are relevant.

**Digital Platform for all NDAR committees:** The committee recommends that all NDAR committees use Zoom or a similar platform for meetings when possible.

**“Appy Hour” planning:** This committee will use Zoom for a meeting to gather ideas for “Appy Hour” at upcoming state meetings. Committee members are to email apps to Jane and then a meeting will be scheduled.

**Digital Presence:** The committee wants new ideas to increase NDAR’s digital presence. Ideas can be sent to Elizabeth. Ideas discussed included: more social media presence, more tweets, add current members to the Cyber Alliance closed group, applicable social media geared towards members, diversify content, use Linked In, Hootsuite and use of social media to notify members of NDAR events, members advertise on Facebook – we will need to get the advertising rule clarified.

318 W. Apollo Ave. | Bismarck, ND 58503  
office: 701-355-1010 | toll free: 800-279-2361 | fax: 866-665-1011  
info@ndrealtors.com | www.ndrealtors.com



**Technology in all aspects of government affairs:** We will include the Call to Action app in “Appy Hour.”

**Quarterly Newsletter:** There was committee consensus to drop the Protech-t Yourself Newsletter as it is labor intensive. There was group consensus that the Tech Helpline articles provide sufficient information that is beneficial to members. Jill Beck noted that member use of the Tech Helpline has increased in the last year.

There being no further business, the meeting adjourned.

Respectfully Submitted,

Jane Marum  
Administrative and Membership Services Director

