



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

Minutes

Member Involvement Committee

June 20, 2017 1:30 p.m.

Lewis & Clark Room, Courtyard by Marriot, Bismarck, ND

Present: Shane Cullen, Vice Chair, Jill Kjorstad, Director Liaison, (departed 2:00), Ninetta Wandler, Karin Haskell, Kristin Oban, Mary Splichal, Amber Carlton, Chris Feickert, Deborah Nichols, Vicky Matson, Dewey Uhler, Lynda Hartmann, Nick Leavy, Shari Timms, Diann Loper, Shari Anhorn, Sue Heth, Judy Hoskin, Kristi Sagaser, Jodi Tollefson, Amber Kraft, Andrea Savelkoul

Absent with Prior Notice: Cheryl Croonquist, Lorrie Nantt, Amy Hullet, Vicki Roller, Tricia Schlosser, David Blumkin, Greg Larson

Absent: Christine Hall, Sarah Stock, Todd Anhorn, Debbie Brumfield, Candi Steidler

Guests: Lyn Dwyer, Ben Schroeder, Kevin Fisher, Emily Johnson, Lynda Hartmann, Sue Heth, Scot Nething, Barb Lupo, Nancy Deichert, Mary Shelkey Miller, Rita Schuster, Joyce Kuntz, Dawid Boroski, Cindy Harvey, Rochelle Eick

Staff: Jane Marum, Jill Beck, Nancy Willis

Shane Cullen, Vice Chair, called the meeting to order. Welcome and introductions were made.

The Committee Purpose was reviewed.

Minutes from the February 14, 2017 meeting were approved as presented. M/S/C

Desktop Reference Guide Task Force Update: Nancy Willis reported that the group met and the Index has been completed. The next step is to develop the questions corresponding to each topic/item. "Hot topics" will contain more information than just the questions. The group will meet in the next month to continue their work and the goal is to have the Guide finalized in October.

Member Benefits:

Taxbot – Year-to-date stats: 8 subscribers and \$295 in commissions

Hotel Storm – Year-to-date stats: 28 total reservations with member savings totaling \$1710

Trust Stamp – Due to the level of complexity and potential liability issues of the program, a motion was made to not offer Trust Stamp as a member benefit. M/S/C

ApplyConnect – Informational videos were reviewed. The group agreed that property managers would use the program and if there is no cost for NDAR to enroll in the program and minimal staff time is required to set up and promote it, the 25% commissions would be a great source of additional non-dues revenue. A motion was made to approve ApplyConnect as a NDAR member benefit. M/S/C

REALTOR® Ring Day: The 2017 North Dakota REALTOR® Ring day is on Friday, December 1st. The group discussed the idea of a statewide theme for Ring Day, however, there was consensus that each board has already established their own themes, competitions, sponsorships, etc. so a statewide theme isn't necessary.

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All boards were encouraged to share their themes and ideas with other boards. The group recommended advertising after every Ring Day, the total monies raised since its inception. This is a good way to promote what REALTORS® do in their communities.

Communicating the Value of REALTORS®: Discussion included: the templates from the Florida REALTORS® were good but work would have to be done to tailor them for ND; local boards should do their own REALTOR® value promotion rather than NDAR; instead of using the FL templates, AEs have access to NAR's promotional ads which may be an easier and more effective; provide REALTOR® value information under the Consumer link on the new NDAR website. Action plan: Staff will compile NAR promotional ads to be presented at the next meeting.

NAR Committee Report: Karin Haskell reported on the Consumer Communications Committee meeting she attended and the group previewed several media ads being released for the GetREALTOR/Realtor.com campaign.

Due to time constraints, a motion was made to table discussion on a possible ND REALTOR® Safety Day until the next meeting. M/S/C

There being no further business, the meeting adjourned.

Respectfully Submitted,

Jane Marum
Administrative and Membership Services Director