



North Dakota Association of REALTORS®

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

#### Minutes

#### Technology Committee

January 9, 2018 4:00 p.m.

Missouri Room, Holiday Inn, Bismarck, ND

Present: Dave Lanpher, Chair, Nick Leavy, Chair-Elect, Jamie McLean, Director Liaison, Jane Hadley, Austin Bauer, Holly Blomquist, Amber Carlton, Shane Cullen, Dewey Uhlir, Daro Maattala, Leith Devier, Theresa Halvorson, Chris Feichert, Kari Donner, Jill Kjorstad, Amanda Simard

Absent with Prior Notice: Dave Blumkin

Absent without Prior Notice: Micah Thureen, Gary Kramlich

Guests: Ben Schroeder, Amy Hullet, Nancy Deichert, Scot Nething, Phil Vanyo, Rochelle Eick, Ruth Ann Halvorson, Laurie Burkholder, Cathy Hanson

Staff Liaison: Jane Marum, Jill Beck

Dave Lanpher, Chair, called the meeting to order. Welcome and introductions were made. Dave thanked everyone for volunteering for the committee.

Minutes from the June 20, 2017 meeting were approved as presented. M/S/C

The Committee Purpose was reviewed with no changes made.

**Desktop Reference Guide Update:** Jill Kjorstad reported that Lorrie Nantt, Task Force Chair, is in the process of formatting the guide and the hope is to have it ready to be added to the website by the end of February. The name of the guide will be the REALTOR® Reference Guide.

**Strat Plan Review:** It was moved to recommended to the Board of Directors that Goal #3 Technology item 5 be changed to: We will enhance and promote more technology training presentations at the state and local levels as needed and link information shared through our website. M/S/C

At 4:20 p.m. Nobu Hata, NAR Director of Member Engagement, joined the meeting via Zoom videoconference to speak about the direction of technology in the industry and how it can pertain to our committee and members. Nobu recommended looking at how technology will look in the next five years and preparing for the future of technology with an educational emphasis. Other ideas included: What will real estate look like in the next five years?; Advertising may look like branded content that is educational in nature, i.e. consumers use technology but they need an agent to buy the right house; As far as the website goes, the question is how do we drive members to the site as a resource and how do we convince them that there is value to it?; Website information should be relevant, accurate and dynamic; How can agents be more useful than technology; and live meeting broadcasts add transparency.

As a result of Nobu's input, Chair Dave called for a task force to look into ways to drive members to our website with the goal of presenting this information at the March meeting. Theresa Halvorson, Amanda Simard, Jane Hadley and Kari Donner volunteered for the task force and Chair-Elect Nick will chair it.

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**Committee Name Change:** It was moved to recommend to the Board of Directors to change the name of the Cyber Alliance Committee to the Technology Committee. M/S/C

**Text Message Platform:** A task force was formed to research and recommend a platform for text messaging with the goal to present this information at the March meeting. Austin Bauer and Holly Blomquist volunteered for the task force and Chair Dave will chair it. Nancy Deichert asked to sit in on the task force meetings.

**Technology Survey:** Discussion took place about the value of a membership survey to determine what members want from this committee and to get direction. Dave, Nick and Jamie will develop survey questions and email them to the committee for feedback.

**Calendar Invites:** Chair Dave mentioned that committee members will receive calendar invites to these meetings and asked that members use them.

**RPAC Challenge:** Chair Dave challenged committee members to be the first NDAR committee to reach 100 % participation in investing the \$30 minimum in RPAC.

There being no further business, the meeting adjourned.

Respectfully Submitted,

Jane Marum  
Administrative and Membership Services Director

