



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

Communications Committee Minutes

February 20, 2024

10:30 am CT – Courtyard by Marriott Bismarck North

Chair Jill Lee called the meeting to order at 10:30 am. She welcomed everyone and thanked them for joining.

The committee purpose was reviewed: “To create content and advise state communications in order to promote member involvement and highlight member benefits.”

A motion was made to approve the minutes from June 1, 2023. **M/S/C**

The committee then reviewed the committee goals from the 2024 Strategic Plan.

The committee then brainstormed ideas on topics to promote, including:

- RPAC Fundraising
- Forms FAQ
- Continuing Education
- Property Tax
- Major Investor Recognition

Next, the committee brainstormed ideas on forms and channels that can be used for promotion, including:

- Videos
- Flyers
- QR Codes
- Social Media
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
 - YouTube
- Mailers/Postcards
- Billboards
- Email
- Text
- Radio
- Press Release
- Podcast
- Talk Show

After discussion, staff was tasked with the creation of a “Communications Request” form, similar to a “Statewide Forms Request” form. The intent is that individuals and committees who would like a topic, event, or idea promoted must formally submit a request to the committee in order for them to consider it.

The committee discussed the possible creation of Facebook groups or an app to help with inter-committee communication. Staff agreed to consult other associations to see what has been effective in other areas.

After discussion, a motion was made to establish a Property Tax Task Force. **M/S/C**

The Property Tax Task Force will have representation from the Communications Committee and the Government Affairs Committee, with the intent that these groups would work together to communicate the impact that removal property tax could have if adopted. The representatives from the Communications Committee will be Angela Witte and Ryan Turnage.

After discussion on improved communication between the state and local associations, the committee tasked staff with creating a monthly “rundown” of committee updates to be sent to local board AEs. The rundown is to include updates from NDAR committee chairs.

The committee scheduled the next meeting, set to take place virtually via Zoom on March 5th at 1:00 pm CT.

Being no further business, the meeting adjourned at 11:28 am.

Respectfully submitted: Sarah Caldwell, Communications Director