# WCR Board of Directors

*Date | time* 3/17/2021 10:00 AM| *Location* Zoom

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| |  |  | | --- | --- | | Meeting called by | Amber Johnson | | Type of meeting | BOD | | Secretary | Tallie Griffith | | Please bring a list of 5 potential strategic partners you plan to call and a list of 10 agents you plan to call to invite to join. Membership is the responsibility of all of us! |

## Agenda Items

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| Topic | Presenter |

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| ☐ | Welcome | Amber Johnson |
| ☐ | Financial Update Review of budget | Mahala |
| ☐ | Google Drive/ Headshots and Bios | Amber |
| ☐ | Update on Eventbrite / Constant Contact | Mahala/Tallie/Amber |
| ☐ | April Event -Spring into Action Orientation  Trivia Night Reschedule and Marketing  May Planning / Mental Health – Yoga, outdoors  June Discussion -DEI | Gabby |
| ☐ | Strategic Partner Update - Who Sponsors April? | Amber and All attendees |
| ☐ | Membership update and recruitment- Where are we on contacting the not renewed list? | Sarah and All attendees |
| ☐ | New Business  Newsletter / Constant Contact  Network Certification Process | Amber |
| ☐ | Adjourn |  |

## Other Information

Zoom Meeting Link: https://us02web.zoom.us/s/88615424560?pwd=a3F5c29XdHBhc1Qyb084L3pFYnE2UT09#success

## Opening

The regular meeting of the Board of the Women’s Council of Realtors was called to order at 10:06 am on March 17, 2021 via Zoom by Amber Johnson.

## Present

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| --- | --- |
| **Amber Johnson** 2021 President | **Tallie Griffith** Secretary |
| **Fara Pourshariati** 2021 Pres Elect | **Jean Hedges** Events Team |
| **Mahala Landin** Treasurer | **Jimmy Hedges** Strategic Partners/Events Team |
| **Ebony Gorum** Membership Team |  |

## Minutes from Last Meeting

Minutes from 2-17-2021 reviewed and approved.

## Financial Update

Reviewed 2021 budget. Documents located in WCR Google Drive - 2021 Budget & Financial folder.

Next budget update to be sent out beginning of each month prior to Board Meeting.

## Google Drive / Headshots and Bios

All board members should have access to WCR google drive. If you do not, please let Amber know.

All board members are to upload their biographies and a headshot to the WCR board members google drive folder by **4/6/2021**.

## Update on Eventbrite / Constant Contact

Constant Contact account all set up. Amber has uploaded our current & past membership into the CRM. Jimmy is to reconcile these contacts for accuracy.

Eventbrite link is working for the April Meeting. Please INVITE, INVITE, INVITE! An email will go out after the board meeting then a text message will be sent out a week prior, and lastly a reminder text a few days prior to the event.

Tallie will create a monthly newsletter (using the template created in Constant Contact) and will send this out after each event. The first newsletter will go out wk of 3/22/2021.

## Upcoming Speakers / Events

April event on 4/7 is to discuss the “HOW” of WCR - how to use the website, set up a profile, and discuss the benefits/discounts. The title of the event will be “Spring Into Action”. We will utilize Constant Contact format to send out registration as this will be a paid event for non-members and a free event for members. Amber has requested each board member to review link below prior to the 4/7 event as each member will have an assignment to discuss during the event: WCR New Member Orientation: <https://youtu.be/QtcX3Cp6AEE>

Assignments:

Tallie: Virtual Member Benefits Laura and Jean: Events

Fara: History of Women’s Council Jimmy: Committees/ways to get involved

Mahala: Savings Center Heather?: National Meetings and Conferences

Sarah/Ebony: Radius Agent and Profile Set up Amber: PMN Designation

Gabby: Business Leadership In Action

May event will be a Mental Health/Self-care and awareness themed event. Discussion about possible events that could be outdoors with COVID safe parameters. Gabby was to explore Yoga instructors and possible CrossFit gyms with outdoor potential. Amber will follow up with Gabby on status.

June event is around Diversity. Amber and Gabby to set up a meeting with Andrew Sims and RRAR Diversity council to explore a partnership with this meeting.

## Strategic Partner Update

Strategic Partner list has been updated in WCR google drive. Please view the correct tab which is noted as “2021”.

## Membership Update and Recruitment

All encouraged to continue our Membership push and INVITE, INVITE, INVITE!

Ebony has outreached to many on the list of non-renewed list with little response back.

Amber is attending the New Member Orientation at RRAR twice a month to discuss WCR-Raleigh. Ebony/Sarah to be her back-up.

## New Business

Discussion regarding RRAR Foundation donation to increase $500 = $1500. Motion to increase our yearly donation of $1500 raised, seconded, and approved. Amber to coordinate.

Network Certification Tracking - Mahala will be overseeing this with assistance from Jimmy and Laura.

Newsletter - Tallie to develop and send out monthly

Microsite updates - Tallie to assist with updates until Amber secures a board member to do this monthly.

Amber has asked that all board members review the links below:

Women’s Council YouTube Channel: <https://www.youtube.com/c/WomensCouncilofREALTORS/videos>

Network Certification video:<https://www.youtube.com/watch?v=2_EdvQhK_5M&t=1382s>

Recruitment video: <https://www.youtube.com/watch?v=zjVlP7U-k9k>

Microsite training:<https://www.youtube.com/watch?v=GxEpB2E9ME0>

Strategic Partner value add:<https://www.youtube.com/watch?v=sMUAf9YQgxY>

Network Certification info link:<https://www.wcr.org/welcome-to-the-member-center/network-tools/network-certification-program/>

## Adjournment

Meeting adjourned at 10:54 am.