

## 2021 Winter Meeting Minutes

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January 27<sup>th</sup>, 2021

Location: Zoom Virtual Meeting

Present: President Kellie Smith, President-Elect Bethany Brokaw, Immediate Past President Robbin Barnes, Treasurer Mark Harvala, First Vice President Chelsea Cain, District Vice Presidents: Sarah Cameron, Joi Luckadoo-Villa and Lori Jaglois, National Liaison Central Region, Stacy Krolak, Leadership Identification And Development Chair Shana Maitland, Stratedic Planning Chair Chris Dean, Nominating Chair Robbin Barnes, Past President Advisory Chair Laurie Koelling.

Call to Order

9:35AM

Pledge of Allegiance

Inspiration: Small changes lead to big results.

Our Strategic Partners

Quorum Established- Chelsea Cain, all networks are present.

Motion to approve agenda, second received.

Motion to approve minutes, second received.

### **PRESIDENT, KELLIE SMITH:**

**Elections:** All Networks to work diligently to accomplish May Elections, these position terms will still run January-December. State will be completing their elections this May 2021. **Mid-Year Washington DC:** Washington DC Trip will be virtual however, State will be held in person, pending any COVID-19 mandates. We are waiting on the National Schedule, but State will be hosting an in-person Spring Board and Spring Elections. This event will be called the "DC Michigan Experience". This event will focus on collaboration and learning. **National Point of Contact:** Rob Miller is no longer there; we are waiting on a new point of contact. National does have an autoresponder on the email so you now know your email is being received. They also, are now responding to emails in a timely manner now. **Book Club:** Past Board Member of Lakepointe has started a book club and the whole State can participate and the book club will be emailed out to all, the first book is Atomic Habits by James Clear. **Point of Contact:** First point is District Vice Presidents > then Katie Weaver > then Kellie Smith.

### **PRESIDENT-ELECT BETHANY BROKAW:**

**National Leadership Certification:** Please read the emails from National roadmap to leadership, next week they are releasing the requirements to obtain the network certification. State of Michigan must have all local networks certified before State can obtain their certification. **National Leadership Institute:** Beth applied and was accepted and encourages all members to apply as it benefits both personal and professional growth. Reach out with any questions about applying.

### **FIRST VICE PRESIDENT CHELSEA CAIN:**

**Radius App:** Please update your profiles with information and photos, this is how many Women's Council Referrals are sourced and an update profile gets the most exposure. **#LeadersMadeHere:** We are still using the hashtag Leaders Made Here please include in any social media post. **Events:** Tag all networks on Facebook so all networks can view your events and encourage collaboration and leverage attendance.

### **TREASURER MARK HARVALA:**

**Budgets:** 2020 updated budget and 2021 Budget have been emailed out. **2020 Budget:** Emailed out with the following corrections: Other Income (first page) Region 2 Reimbursement funds were misapplied under National Dues when they should have been under Miscellaneous Income. Additionally, (Second Page) Budget for Miscellaneous Expenses was \$500 however, actual was a little over \$3000 due the Local Network Region 2

Reimbursements and Zoom subscription. Even with COVID-19 pandemic we still had earnings of \$14,173.75. **Question from the floor:** When will the Invoices be sent out of the \$300 2021 Dues that is paid to the State from the Local Networks. Answer: Invoices will be delivered in July. **Motions Coming Out of Committee:** (1) Remove the Website from the Budget. (2) Add Zoom as a Line Item (3) Add Line Item for State Liaison Travel Budget (4) Change Governor to District VP (5) Add Additional VP Line to Budget (6) Change Secretary to First VP (7) Remove Robin Barnes and Shana Maitland from Bank of American and TCF Accounts (8) Add Mark Harvala to Bank of American and TCF Accounts (9) Remove Past President from the Travel Budget as it is no longer a board member. – No Discussion, No Second Needed, must be Voted On. Treasurer Mark Harvla makes a motion to approve all the previous motions, President Kellie Smith calls for a vote to pass the motions as stated above. First Vice President Chelsea Cain confirmed the motion passes. **2021 Budget:** Treasurer Mark Harvla made a Motion to approve the 2021 Budget. President Kellie Smith calls for a vote to pass the motion, First Vice President Chelsea Cain confirmed the motion passes. Mark stated that the 2021 Budget is the final and there will be an Audit Committee selected to review.

#### **DISTRICT VICE PRESIDENT, SARAH CAMERON:**

**Shared Goals:** (1) Help all local networks navigate this new environment (2) Helping with Calendar Challenges in virtual environment and to turn them into opportunities (3) All DVPs have committed to attend their associated networks Governing Board Meeting (x1), In-Person Event (x1), Virtual Event (x1), Monthly One-on-One meeting(x1), and Monthly DVP Meeting (x1) to ensure success. **Assigned Networks:** Birmingham-Bloomfield, East Central, Greater Rochester and Livingston.

#### **DISTRICT VICE PRESIDENT, JOI LUCKADOO-VILLA:**

**Assigned Networks:** Southwestern, West Michigan, Lakeshore. Request from local networks to receive calendars for their events and suggests collaborations with other networks.

#### **DISTRICT VICE PRESIDENT, LORI JAGLOIS**

**Assigned Networks:** 275 Corridor, Lake Pointe and Lansing. All DVPs are here for all so please engage them if you need help or guidance. Don't wait for a call, feel free to call them. Let them know what you want them to attend!

#### **NATIONAL LIAISON CENTRAL REGION, STACY KROLAK:**

**Microsites:** Thank you for having grace and patience on this. There will be some great events that National is going to be presenting on recruiting and retention.

#### **COMMITTEE BREAKOUTS**

##### **LEADERSHIP IDENTIFICATION AND DEVELOPMENT CHAIR SHANA MAITLAND:**

Brenda Lee will be a co-chair of this committee. Request for involvement for all local network leaders to help identify and discover leaders within their networks. Looking forward to building strong leaders and focus on growth of the membership and leaders.

##### **STRATEGIC PLANNING CHAIR CHRIS DEAN:**

Typically, a Strat Plan focuses on 3-5 Years out but let's start immediately. A Strat Plan should focus on Growth- but give it a goal to meet not just say "growth", Education/Certification- State level should focus on Local Support with Robert Rules etc., Bylaws & Standing Rules updated Annually, Financials- how are you growing your reserves. It should include 3 past presidents. Minimum of 2-year term with new members come in and old supporting. Chris needs 3 State Presidents who are willing to Serve along with State Line Officers. First meeting will be in February.

### **NOMINATING CHAIR ROBBIN BARNES:**

Everyone to conduct elections in May. Everyone who was elected last fall will be on the Committee. Election process starts 60 days prior to election (March 2021). Goal is to identify a Slate of Candidates to bring forward the 2022-line officers. Robbin has taken a leadership role in the Residential Real Estate Council. The RRC has the CRS designation and encourages collaboration with Women's Council of Realtors members. Hoping to put on a class that goes towards PMN and CRS designations.

### **PAST PRESIDENT ADVISORY CHAIR LAURIE KOELLING:**

Brand new position and let them know what you need, and they are available in any capacity to help.

### **BUDGET AND FINANCE CHAIR MARK HARVALA:**

Need all local network 2021 Budgets.

### **STATE OF THE LOCALS | 3 QUESTIONS**

(1) Membership Growth Strategies for 2021 (2) How are you Highlighting Strategic Partners (3) Highlight 1 event for the 1<sup>st</sup> quarter.

### **275 CORRIDOR PRESIDENT MELISSA DEGEN**

(1) Emailing Members and Future Members list of local and national events, new member swag bags, reach out to renew members, promotional video to highlight members. (2) Swag Bags, March Event about Strat Partners, Promotional Video on Why they Support Women's Council and Social Media Posts. (3) Family feud and Taking Care of Yourself and Your Wealth.

### **BIRMINGHAM-BLOOMFIELD PRESIDENT AMY PARSONS**

(1) Renewals are Strong, Membership Swag Bag Drop Offs (Mid-January), Level Up Social Media Posts and Communication to Membership, Create a Membership Checklist on whose Communicating. Board Members are Recruiting (2) Strat Partner Promotional Video that plays before every event. (3) First Industry Event Economic Forecast 90 Registered and only 65 Attended.

### **EAST CENTRAL PRESIDENT MELCH FOR JOSH HOLBROOK**

(1) Reaching out to past and current members more personal touches (2) Asking Strat Partners to share photos and what they like to do outside of work to feature on social media. (3) Con-ed class via Zoom.

### **GREATER ROCHESTER AREA PRESIDENT LYNN OATES FOR JAKE HERBERT**

(1) Actively calling members for renewals (2) Highlight on Facebook (3) Panel of Realtors- Work, Life, Balance and then Con-Ed

### **LAKE POINTE PRESIDENT PAT DERY**

(1) 10 Members Only didn't renew, they are contacting them directly, but the discount did help, brand new board so it's expanding the membership reach (2) Websites and Communications and Swag Bags, Facebook posts on Mon, Wed and Fri, Video Lives with Strat Partners (3) Financial Planning and CPA Meeting | Co-Lab with Lansing for a Con-Ed Class.

### **LAKESHORE PRESIDENT STACY RUEWE FOR NICOLE KAYSER**

(1) Ran Membership Drive with Membership Discounts, All Lunch Meetings include Con-ed Credits (2) Discounted the Strat Partner Charge in hopes that they sponsor more events, Flyers on all events, Facebook Posts (3) Legal Con-ed and Non-Member are allowed for a fee, Euchre Tournament.

### **LANSING PRESIDENT**

(1) Membership Bags with In-person drop offs, Started Facebook Group, Ticket Giveaway (2) Spotlight Start Partners of Facebook Page, Quarterly Newsletter, Sponsor Table Cards, Restructured Sponsor Levels (3) Handling Inspection Objections, Collab Event

### **LIVINGSTON PRESIDENT SARAH FIERK**

(1) Starting over and starting from the ground up (2) No plan yet (3) Muffins and Mimosas Credits Declassified.

### **SOUTHWESTERN PRESIDENT TAMMY DYKEMA**

(1) Membership Benefit Mondays, Why Women's Council on Social Media (2) Funny February Funny Things about Strat Partners Jobs and feature in Social Media (3) Coming Soon

### **LUNCH BREAK 12:20PM**

### **RESUME 1:02PM**

### **KEYNOTE SPEAKER AUGUST SPREE, EVENT PRODUCER EXTRAORDINAIRE**

Teaches on how to run a successful event- understanding all the little details and best practices to implement into your event planning.

### **WEST MICHIGAN PRESIDENT BROOKE FINLAN**

(1) One-on-One Cards, Notes and Personal Invites to Events (2) Renewing at no cost the Strat Partners for 2021, highlight them on Social Media and Leverage them at the Events. (3) 4 Series Event- One per Quarter. "Are you a leader worth following."

### **NORTHERN MICHIGAN PRESIDENT TERRI FOR ERICA SLATER MARSHALL**

(1) Branch out to new agents and new members a lot of marketing initiatives (2) Developed a pass out book with Strat Partners and a Party for Strategic Partner and Each Partner gets featured every month (3) Economic Forecast with Dr. Yun.

### **MEETING ADJORN 3:15 PM**