



**Lake Pointe Board Meeting
February 2, 2021 9am**

This meeting was held virtually via Zoom.

Present: Pat Dery, Randi Brandt, Alicia Beasley, Franny Kanalos, Kathleen Kelchner, Veronica Kanalos, Cynthia Mancerio and Jamie Begin

Absent: Jackie Warner, and Alyssa Fuller

Agenda was presented and approved.

Minutes from January 5, 2021 Board meeting reviewed and approved.

Reports:

President: Pat Dery

Hope all attend Feb 4th & 5th National Conference. Stated WCR site being corrected currently. Membership hotline number 800-285-2955. All have access to the backroom wcr.org. does not work on tablets. There is a YouTube channel for Women's Council to watch training ect.

Pat would like to set up a Venmo for the WCR LakePointe for members to pay if they so choose. It will be connected to the LakePointe Email.

Nominations will be held in May not September. State of Mi has switched to May & they want local to do the same. Nationals is sometime between 13-15th. May 6th is the Election date we are looking at. Nominations & submissions have to be in by 1 week before the Elections April 30th should be the cut off for nominations.

WCR received an email from Katie Weaver GMAR President about GMAR asking us all to collaborate with all 4 Networks for Fair housing Month in April 13, 2021. They are bringing in Robert Morris. Asking each network to contribute \$1000. Not sure if this will be in person or virtual. Not sure if it would have Con-ed credits. If in person & supplying meal & venue general consensus was \$1000 reasonable if virtual everyone felt \$1000 too high. Pat will ask Katie more questions.

Pat stated Marketing Committee doing an awesome Job.

President- Elect: Golf Outing: Randy has almost finalized location & numbers. Starting to reach out to sponsors from prior years. On Committee: The twins & Dawn. Getting a check from Matt Haigh.

Cindy suggests that we send emails to ask people to join committee's & participate. Franny is reaching out to managers of offices. This year we are gaining new membership through making calls as well as Marketing being a huge part of gaining new membership. Once a new member joins then board making personal calls to ask to be involved in committees. Each board member is responsible for 10 members to reach out to. Kudos by Pat Dery to Marketing Group is doing an amazing job getting the word out.



Treasurer: Alicia emailed financial reports last night. KW Central \$1000 check received. Matt Haigh also donated. WCR Lake Pointe spent \$100 for state event. WCR received Eventbrite \$201 & change from Eventbrite for registration from Tax & Financial Class. WCR made RPAC Donation \$1000 which is in charitable contributions. Financial are good no other questions. Motion to approve by Jamie & filed.

Alicia Beasley been doing research on solving Gmail email & storage issue. She proposed we spend \$12 a year for google G-Suites address. Cannot merge with existing domain, we will need to create a new domain address which will allow us to have individual email addresses for the WCR Board positions. They will all filter to 1 email address. G-Suite will allow us to store unlimited files. Alicia feeling this will be a benefit because we will be able to email more members without having to constantly copy & paste. This will also solve our storage issue & overall be a benefit for future board members. Individual Email feature does not have to be used. All contacts will need to be re-entered via a excel spreadsheet transfer. G-Suite will allow groups & will save a lot of time. Randi Brandt suggested we use constant contact or MailChimp? Some concern old email address will not forward to new address & members will be confused by change in email address. G-suites is also solving a storage problem that we are having with current Gmail account. Franny like that G-suite has the individual capability to have & create separate emails. Randi makes suggestions we need to make sure that we have a smooth transition & 1 person needs to be in charge of overseeing that. Alicia & Veronica will be overseeing the transition. Alicia in finance motioned to change to G-suites & Pat seconded the motioned to spend the \$12 on G-suites. All in favor.

Director of Membership: Mary Rose helping to upsell members. Bob Taylor in communication with Membership to do a GPBR exchange for sponsorship so no money would exchange hands. Franny states that there are professional standards & guidelines for Brokers being involved in WCR. Brokers need to be aware that our events are not recruiting events. Pat will call Jeff about the guidelines & we will discuss next meeting. Membership is working on contacting Platinum Sponsors them as they expire.

Cindy suggests we send survey's after the events. Eventbrite can send. Pat will check into that.

March 17th event 2 hr. legal ConEd with Deanna DuRussel. 10am – noon.

1hr ConEd with Matt Haigh in June.

Secretary: Lansing is doing the registration for the February 10th event & we do not have anything from them yet so no emails or Eventbrite registrations at this time. nothing else to report.

Marketing: Veronica Marketing director states Wednesday is the difficult day to get sponsor emails out. Completed flyer for March Event. Instagram is set up & linked to Facebook. Would like to set up a linked in account as well. Cindy suggests there may already be one. Pat directs Veronica to do whatever is easiest in getting us back on linked in. All think being on Linked in is a great idea as well. WCR Getting better at making sure everything in posted in a timely manner. Veronica will take mission statement from WCR webpage & use as out bio on profiles. Jamie needs to go in & update her info & profile

No old or new Business to discuss

Meeting Adjourned at 10:21am. Next Meeting: March 2, 2021 9am sharp