

N360: Governance

Team: Amy Snook, Alison Socha, Taffy Maurer



Mock Governing Board: August 19, 2021

President: Amy Snook

President-Elect: Kerri Hartnett

Secretary/FVP: Tammy Noll

Treasurer: Taffy Maurer

State Liaison: Pamela Banks

Events Director: Shannon Watkins

Membership Director: Tracey Royal

Strategic Partners PT Leader: Donelle Dufault

Social Media PT Leader: Edwina Clanton

Stand-in: Stacey Krolak

Moderator: Alison Socha

Amy: Good morning everyone. I would like to call this meeting to order. Secretary Noll please reflect in our minutes a start time, on time, of 9:00 am. Secretary Tammy, please also note that all of our Governing Board is in attendance today and that we are so pleased to have a special guest today, our State Liaison, Pamela Banks. Also, with us via zoom we are so thrilled to have some of our general membership who will be observing.

Secretary/FVP Tammy: Thank you Madame President, the minutes have been updated accordingly.

Amy: Thank you. Now, before we get started, just a reminder of our ground rules for our Governing Board Meetings.

- Turn off Cell Phones or at least put them on silent
- Respect Each Other's Time: Be on time and stay for the entire meeting
- Avoid Side Conversations
- State your position first, then explain your point.
- Speak to the point.
- Evaluate Ideas, not people, Work towards a consensus.
- Help create a non-judgmental environment where ideas have value and creativity is encouraged

Amy: 5 days ago, you were sent the agenda for today's Governing Board meeting as well as the Minutes from our May Governing Board meeting. Since everyone would have taken the time to review them, do we have a motion to approve the minutes from our May Governing Board meeting? Two notes for all, at our Mid Year Meetings, the National Governing Board voted to re-name the position of Secretary to First Vice President, and a reminder that only members of the Governing Board may vote at Governing Board meetings, which includes President, President Elect, Treasurer, First Vice President, Membership Director and Events Director. Project Team Leaders and guests, we so value that you have stepped up to a leadership position and appreciate that you are here, even though you are not voting members of the Governing Board. For the minutes, moving forward, the references to the Secretary shall be changed to First Vice President.

Membership Director Tracey: Madame President, minor detail that I noticed: the name of our Social Media Project Team Chair, Edwina Clanton, was misspelled in the minutes.

Amy: Thank you, Tracey, great catch. Tammy, please make a note to amend that before the minutes are filed.

Taffy: I move to approve the minutes from May Governing Board as amended.

Membership Director Tracey: Second

Amy: Any Discussion

Everyone: Silence by all

Amy: All in Favor

Everyone: Aye

Amy: All opposed

Everyone: Silence by All

Amy: Motion carries

FVP Tammy: Minutes shall be adjusted and will be put on file.

Amy: it is time for our officer reports. As you know, in order to keep our meeting to one hour, we need to send agenda items in advance to prepare our agenda, so I do appreciate everyone taking the time to respond to my request and send any items you needed added to the agenda. Next, Network Certification. I just love this new program which helps us to stay on track and know the priorities during the year and am excited to be able to have the seal placed beside our Network on wcr.org for 2022. As you know, it is important that we, as a local network, stay on track with our network certification for not only our only success but the success of our state network. I have reviewed the critical dates and created a timeline for our team on our shared drive. I will discuss with each of you individually what you, in your respective positions, needs to focus on regarding the network certification. Please take the time to review this timeline on the shared drive in the next few business days. FVP Tammy, please reflect in the minutes this action item for each Governing Board member.

Alison: President Amy just emphasized the Network's Certification status, an important function of your network operations and a distinction among our networks nationwide. As your network's President next year, what tools and structure will you and your President-Elect implement to help your GB team meet the proper goals to become certified, after all, not only are you all one team moving in the same direction, but how will you nurture the GB members leadership development?
<https://www.wcr.org/welcome-to-the-member-center/network-tools/network-certification-program/>

Events Director Shannon: Madame President, perhaps we could host a celebratory member only networking event to acknowledge our Network's Certification?

Amy: that's a fabulous idea Shannon. Please work with your team and bring the details to our next Governing Board meeting. Next topic – we have a great opportunity to really shine in National's new member campaign, the first of its kind for our Council. Our latest Roadmap for Network Leadership email outlined the details for this program. Our Membership Director Tracey Royal will lead the way on this endeavor and will address this program during her report.

Events Director Shannon: Madam President I have a question and concern. I did not receive my Roadmap email and I would love to be able to ask better questions when we discuss this endeavor. I am also concerned that I may have missed another item of importance.

Amy: Great question Shannon. Before I answer let me repeat the question for our Zoom guest (s) – Shannon Watkins noted she didn't receive her Roadmap Newsletter and is concerned she may have missed important information. Shannon, have you ever received it?

Event Director Shannon: yes

Amy: Did you check your spam?

Event Director Shannon: yes, wasn't there either

Amy: Did your email address change?

Event Director Shannon: Oh my gosh, yes, I changed brokerages and my email has been updated.

Amy: Mystery solved! National uses the email address provided within your member profile for member communications so after our meeting, let's all check to see if our profiles are up to date on wcr.org! My last item before I turn over to President Elect, Kerri Hartnett, is an update from my call with our State President and my fellow Local Network Presidents. As you all know, our state convention is coming up in August. By now you should have all registered for the convention, if you have not please do so this week. We have been asked to prepare a basket from our network which will be part of the Silent Auction on Tuesday night at convention. Is there a volunteer to spearhead this project?

President Elect Kerri: I will gladly take this one and with your approval, will work to pull a project team together to help collect items for our basket.

Amy: Thank you, Kerri. So appreciate your willingness to do this and love that you are going to engage other members to help and to learn. We look forward to hearing an update at our next governing board meeting and please let us know how we can help. That is it for my update, I am excited to hear each of your reports. Next, President Elect Kerri Hartnett.

PE Kerri: Thank you.

I am excited to share that I am registered for network 360 – flight, hotel and registration. While I really, really wanted to upgrade to first class, per our standing rules, I booked a coach ticket 😊. I want to thank everyone for the one-on-one meetings to brainstorm about next year. I have been hard at work on the start of the 2022 Business Plan as you know and now that I

have met with the Governing board, I plan to meet with general members to glean their feedback and ideas. Once I have the feedback from everyone, I will consolidate, and we can get together to work on our business plan for next year. Once we have finalized our draft plan, I know we need to send it to someone, but I am not certain who we need to turn this into once it is completed.

State Liaison Pamela Banks: I am so happy to hear that you are working on your business plan and even more so that you are doing this by talking to members to get ideas. You may want to consider talking to agents in the industry who are not members to understand why they have not joined or what would interest them and make them want to join. Once your networks business plan is completed, please send it to me no later than December 1st.

Alison: Note for the Students to reference their State or National Liaison timelines for submission of the Business Plan 😊 😊 Ask them to consider how they will put together their business plan for the next year – who will be involved, what will be the steps, who will take the lead, who approves, etc. (Note: visit the Governance Google Drive for this document.)

FVP Tammy: Madame President, may I ask a question? Have we considered offering complimentary tickets to our membership team for next year that they can use to bring new guests – future members – to our events?

Membership Director Tracey: Yes, I love that idea. I was also thinking that when we have an event in community country club that we can have free tickets to include realtors who sell in that community

Taffy: I love that idea! We can also do social media posts and target these agents.

President Elect Kerri: yes, I have been working on this very item also what do you all think about hiring a bookkeeper?

Events Director Shannon: Yes on the book keeper, and I was thinking.....

Amy (show bad behavior): Ladies! Stop (bang gavel) – we have talked about this going off agenda and down a rabbit hole. How many times do I need to tell you Roberts rules – this is a governing board meeting not a committee meeting – No more talking about this now!

Juncture #1

Alison: Let's pause, moving off agenda is a regular occurrence as excitement builds for new ideas and the agenda is left in the dust/goes off the rails. There are many ways for the President to respond under these circumstances, after all, the President is the Chair of this meeting. How SHOULD the Network President handle this lively, yet off agenda discussion? How did this make you feel? At your table discuss suggestions for how the President could have handled this in a professional way. Be ready to share out.

Consensus: President should thank everyone for their ideas and take the opportunity to explain committee work vs governing board meetings. President suggested a committee meeting devoted to the topic of the Network's Business Plan.

Alison: Back to the Governing Board!

Meeting is back on track following input from the audience

President Elect Kerri: As requested by President Amy, since we are 3 months out from elections that need to be completed by September 30, I have been working on a candidate review team. So far, we have one past president, one event director and two other Realtor members that are willing to serve. I am of course an ex-officio member, so I am on the task force but do not have a vote.

Membership Director Tracey: Madame President may I share some information pertinent to the candidate review team?

Amy: Yes please

Membership Director Tracey: Our Strategic Partner, Jane Doe, has voiced that she would like to be on the candidate review team, so I wanted to put her name forward for consideration.

President Elect Kerri: If I can jump in on this – I love that Jane wants to get involved but unfortunately Jane cannot serve on the candidate review team since she is not a member of our network. Only National Affiliates and of course Realtor members can serve – a strategic partner is not eligible to be on this committee. With that said, I love that she is interested in getting involved – we should speak with her about becoming a National Affiliate or we can bring her into one of our project teams to help with an event or a project for our network

Membership Director Tracey: Thank you for the clarification, I will reach out to Jane to explain and discuss options.

Amy: Thank you President Elect Kerri, I would like to turn to our First vice President Tammy Noll for her report

FVP Tammy: One of our scholarship recipients called me for clarification exactly what can be expensed from their trip to our state convention. Naturally, I went to our Standing Rules, and I saw where it stated only coach flights and that our members should double up in a room if possible, but I did not see anywhere that it stated a daily amount for meals – a meal allowance. I really think that we need to address this and add to our standing rules. There were a few other areas that I really felt should be further clarified in our standing rules.

Taffy: Madam President, may I suggest we form a project team to review our standing rules and present their findings to the Governing Board? Further, may I suggest that First Vice President Tammy be the chair of this project team.

Amy: Tammy, thank you for being so thorough and bringing this to our attention and Taffy thank you for the excellent suggestion of a project team for this important task. Taffy can I ask that you provide a motion for the establishment of this project team

Taffy: I move to establish a project team to review our standing rules and that our FVP, Tammy, be the chair of this project team.

Amy: Thank you Taffy, Is there a second

President Elect Kerri: Second

Amy: Any discussion?

FVP Tammy: do we need to put in the motion how many people in this project team.

Amy: I don't think that we need to get that specific in this motion and you as chair can work to find the right members to take on this important task. Does anyone else have a different opinion on Tammy's question?

Everyone: Says No or shakes head

Amy: Ok then let's vote – all in favor say aye

All: Aye

Amy: Any opposed say nay

Everyone: Silence

Amy: Motion Carries

Alison: pause to reflect on the GB thus far, make any notes and discuss what you observed and have learned. Alison to ask questions: how do you know that the meeting is going well? That the governing board is working well? What makes you think that? Are they following protocols?

Consensus: refrain from creating the “voluntold” atmosphere by asking the potential project team leader if that person is interested/available; working well together as problem solvers.

Alison: Now back to the Governing Board!

FVP Tammy: I am uncertain what to include in the minutes. Can you give me guidance, Madame President?

Amy: Yes thank you for asking so we can be certain it is recorded properly. Let's record that the issue was brought up by you as First Vice President about some omissions in our standing rules. State that Taffy suggested a project team. Then you can state the motion, state that it was seconded. I would state the discussion and the answer so we have that for future, and that the motion carries.

FVP Tammy: got it thank you! I also wanted to update everyone that I have updated our Google Drive with all documents provided to me thus far.

Amy :Thank you FVP Tammy, now let's have our Treasurer, Taffy, provide her report.

Taffy: Thank you, Madam President. I am happy to report that we have filed our network taxes using the 990E form and a copy has been filed on our shared drive. Further, our Audit committee is scheduled to meet in July to review Q1 and Q2. The event insurance was in fact paid for our networking event held last month. I have provided the paid receipt and insurance binder to our FVP to upload to the google drive.

Has everyone has had the opportunity to review the year to date, budget versus actual report that President Amy sent with the agenda and minutes? I have a hard copy for each of you (pull up on the screen for all to see) These documents are now “on file” within our Google drive.

As you can see we are in good shape with tracking towards our budget in most areas and as you can see from the balance sheet our network is in good standing.

There is one area that I am a bit concerned that we are tracking in excess of our budgeted amount for printing – and that if we continue at this pace, we will exceed our budget for the year by far. I know that earlier in the year we decided that we wanted to print items for our events, print packages for strategic partner, print packages for membership to use for future members – just approved a lot of printing. Well, we are tracking at 90% of our entire year budget already for this item so we need to discuss this matter.

Juncture #2

Alison: You have just heard that as of this June meeting the network has already spent 90% of their budgeted printing costs. Brainstorm at your table solutions to handle this printing cost problem. Get creative! Be ready to share out a few of your best.

Consensus: Utilize technology, such as QR codes, shared drives, strategic partner subsidy/partnership, flipsnack, and the like to off-set this expenditure. Could also revisit the budget.

Alison: back to the Governing Board meeting.

Taffy: In addition, the Roadmap to Network Leadership emphasized an email scam that has been sent to several networks nationwide. The scammers create a Go Fund Me and request that money be wired to assist another Women’s Council member. They asked that we verify any requests for money and I think that we should have any type of payments of this kind reviewed by two GB members.

Amy Thank you Taffy. Now onto our Director reports

Membership Director Tracey: Thank you, Madam President. I am pleased to report that our network is up to 70 Realtor members and 10 National Affiliates. Our Ratios are in line with National’s rules of at least 80% of our members are to be Realtor members.

We have done such a good job bringing in new members as well as retaining our existing members. The Membership Project Team has been given a list of members who have still not renewed, and we are getting together next Wednesday to make calls. We thought it would be fun to be together in a room and divide the list to call. We hope to get the energy up in the room and have tremendous success. If any of you would like to join us, please let me know. I will also send each of you the list so you see the names, and should you run into any of these past members you can say hello and let them know you would love them to come back!

We are working on our next new member orientation. It will be held at the office of one of our strategic partners, ABC Stagers. They are hosting this event for us – providing snacks and beverages. We do plan to invite all of our National Affiliates and Strategic partners to join and welcome our new members. An invitation has been sent via the Google Calendar and an EventBrite has been created for July 17th at 4pm at ABC Stager’s showroom on Main Street.

Of course, the leadership team should be there to welcome our members. President Amy and I are working on a few changes to our presentation and are excited to share it.

Lastly, I would like to recommend that we utilize the customer relationship manager software, CRM, for our network. {This software would be used for inputting all of our current members, future members, past members who we of course want to welcome back, our national affiliates and strategic partners. We can include renewal dates so the system can send a task to membership to reach out to these members, can include important dates such as birthdays or other milestones so we can recognize our members. We can send mass emails to our contacts in this CRM. We can also set up action plans for the future members/guests so they receive communications from us – there's so much we can do with this software, and we don't then have to start over year after year for our membership team.} (can be cut)

I have found a software called jointit.org – it is a CRM specific to organizations with membership just like ours. There are various options with the programs ranging from \$29 per month and up depending upon the features. I need to review more which features we will use but I wanted to let everyone know about this and I am so excited. I will be bringing a report to our next Governing board meeting and asking for a vote of yes to start setting up and using this CRM Jointit.org.

Taffy: while I think it is a great idea, it is not in the budget for this year so we simply cannot do it. I suggest that Kerri, as our President Elect, includes this in the 2022 business plan and budget

Membership Director Tracey: Taffy I am so glad you brought this up because I have good news. We can do a free trial and ensure that JointIt suits our needs. By the time we have this set up and use the free trial – we will end up only paying for a few months this year. it will be one of our legacies for our future leaders and our network

Amy: I love this. Let's get together in the next few weeks to learn more about jointit.org and then you can present at our next meeting to our board for a vote. We will look at our budget and determine what our options are for this year.

Membership Director Tracey: thank you all – this concludes my report

Amy: last but not least – our events director, Shannon

Events Director Shannon: Thank you Madam President. I am excited to share that our network event last month with our local Young Professionals Network was a huge success. We have over 100 people in attendance, and we have a list of guests, also known as future members, to give to the membership team.

Now for our next event - our committee recommends a women in business event in October of this year – we expect it to be huge! We are looking for Governing Board approval for this industry event. We plan to have a panel and have invited some big names to sit on the panel. There are lots of cost for marketing, for the stage, a/v etc. but don't worry we will charge for this event - many people in the community will come and we will make money, I am sure of it. Also, and the pièce de resistance is that we plan to give a portion of the proceeds to the puppy rescue in town. We can present them with a check at one of our events later this year. I am so excited about this!

Treasurer Taffy: We have had a new logo made with a puppy at the end of the Women's Council – how exciting!

Juncture #3

Alison: You have just heard about a hastily thrown together event proposal, basically of the Cuff, that “promises” to make a lot of money and that will benefit a puppy rescue organization. What should the President do next? What about the augmented national logo? Come to a group consensus and be ready to share out.

Consensus: utilize the event guide template, create a budget, create a project team for this event, alternative support for community activities/charities by hosting a network event at the location, national logo is our brand asset and cannot be modified, governance issues.

Alison: Back to the Governing Board meeting.

Amy: Thank you, Events Director Shannon Let's hear now from our Social Media Project Team Chair – Edwina Clanton

Social Media PT Leader Edwina Clanton: we hope you have seen the amazing posts this past month – our Project team is taking turns posting on different days – we have motivation Monday, top agent success story Tuesdays, wacky Wednesdays and doing birthdays, new member welcomes, events – so much good – I am so proud of our project team.

We are now focusing on reaching non-members and helping them understand who we are and what we do! The CRM would be so beneficial to us so that we can track our activities as well as have their contact info at the ready.

Amy: Excellent Job Edwina – we have all commented how impressed we are and sincerely thank you and your project team for their hard work. Our last report is from our Strategic Partner Project Team Leader – Donelle Dufault

Strategic Partner PT Leader Donelle: Thank you. We are on track for our deliverables committed to our partners and are doing one on ones with our partners over the next 30 days. We are working to ensure that our partners know how to build relationships and earn business from our members. We are also going to be awarding a member who has referred the most business to a strategic partner – we plan to announce the winner on social media, and I would ask that President Amy calls our winner to thank them and congratulate them.

Amy: yes of course.

Strategic Partner PT Leader Donelle: we will finalize and provide the info to social media and the governing board. I am meeting with President Elect Kerri so I can give recommendations on potential changes to the partner package for 2022. This concludes my report.

Amy: Taffy, I know that you have new business as you shared it with me when I asked for agenda items so the floor is yours...

Taffy: I would like to recommend that we create a project team whose focus is to build the

relationship with our local association. Of course, they would be pulling in our governing board but I would like to see this project team come up with the ideas, track, etc.

Amy: Taffy I absolutely love this idea – this is a great way to ensure we have a consistent focus on the relationship with our association. Taffy would you like to make the motion

Taffy: I move that we create a project team to focus on the relationship with our local association.

President Elect Kerri Hartnett: Second

Amy: Any discussion

Membership director Tracey: I don't think we should have a separate project team. This is something that we as the governing board should be doing anyway.

Taffy: yes you are right we should all do it but we get pulled in so many directions that if we have a project team who ensures that someone is at the local events, that we invite the association leaders to our events, speaks at their new member orientation, etc. this will be their sole focus and one that will not get distracted

Membership Director Tracey: I'm sorry, I just don't think it is necessary.

Events director Shannon: I happen to think it is a great idea. I have to admit that I completely forgot to send an invite to the association leaders for our last networking event. I will write it down for future events but if we have a project team who ensures it always happens it is a great check and balance

Membership Director Tracey: I think it is important that we as the governing board should be engaging with our local board. We should be the ones to build the relationship, foster the relationship and ensure it goes well. I am worried if it is not us what message will be conveyed to the local board leadership and we have to be very professional and strategic in our approach.

Treasurer Taffy: Membership Director Tracey, you bring up some very valid points about how we approach the relationship. You are right it is such an important relationship. When I think of a project team, I do not think they have be the only ones talking to the local board – part of their charter can be to look for opportunities and coordinate with us, the Governing Board, on the execution of the opportunities. It may very well be us talking to the leaders of the local board – maybe our task force ensures we are on task and don't miss the opportunities. Maybe it is also an opportunity for us to train them on how to approach this.

Amy: any other comments. Great discussion team – it is important that we share our thoughts before we vote. Let's call the vote

Amy: All in Favor everyone BUT MEMBERSHIP says Aye

Amy: All opposed – ONLY membership says no

Juncture #4

Alison: A vote was just called to establish a separate Project Team to focus on the network's relationship with their local REALTOR association. The Membership Director strongly voted "NO", how best can the President handle the results of this vote? A, B, or C. Come to a consensus and be ready to share out.

- A. "Ayes have it" and move to the next agenda item. We are all adults here.
- B. Spend time consoling the Membership Director with a promise of a fun surprise for her later.
- C. Acknowledge her vote with an encouragement that this new project team and her activities for membership can work together in a complementary fashion.

Consensus: C – treat everyone with respect.

Amy: the Aye's have it. Membership director Tracey – we respect your position and hope that we can work together to have this new project team compliment what you are doing so together everyone succeeds. This motion does pass by majority.

President Elect Kerri: I didn't think of this before to send prior to this meeting but I do think we should talk about a great idea I have for an event for later this year.

Amy: President Elect Kerri, we are so excited to hear your idea but we are out of time for today's meeting and since this was not provided to me to place on the agenda, can we table it for our next meeting? I will be certain to include it on the agenda.

President Elect Kerri: yes I totally understand, I will work on the details and provide to our events director so the project team can decide if it is something they wish to pursue

Amy: Perfect thank you!

Amy: A special thank you to Pamela Banks, our State Liaison, for joining us today. Pamela has been such a great resource for both Kerri and me, coordinating our connection to National.

Pamela: It's been my pleasure to join you for the Governing Board meeting today.

Amy: Ok all – I thank you for your reports and great, respectful dialog today. Please note your calendar that our next meeting is July 27th at 9 am. We will be meeting in the event room at our local association.

I call the meeting to a close. FVP Tammy please note 9:59 adjournment of our meeting.

Alison: Then conduct debrief/wrap up Governance, noting that we compiled many, many scenarios that could happen over the course of your years in leadership. Take a moment to consider the various stops and starts we acted - you may never encounter every one of these scenarios while serving in leadership. However, there are times that you will be called upon to deliver leadership and identify how the team can move forward in a positive, accountable and successful manner. The road may be bumpy, you have help here at Women's Council, and today, we have shown you the tools and benefits within our structure to help you should they crop up during your time as a leader.