

Lake Pointe Board Meeting

September 7, 2021

This meeting was held virtually.

**Present**: Pat Dery, Jamie Begin, Dawn Waldrip Bertani, Francine Kanalos, Alicia Beasley Kathleen Kelchner

**Absent**: Veronica Kanalos

Meeting was called to order at 9:02 & by President, Pat Dery

Agenda motion to approve by Alicia 2nd by Dawn

Minutes from August 3, 2021 motion to approve with 2 spelling changes & remove hyphen from Dawn’s name moving forward by Alicia 2nd by Dawn

**Christmas Project Team:** Asking that we use Eventbrite for registration & pass the $4.67 charge to attendee. Dawn states 300 ppl at $50 would be a 15k payout less fees down to $13,623 pay out to network. Numbers approximate & change based on attendees.PayPal we are unsure of fees. Dawn figures 9% if we do 300. Dawn stating that Eventbrite does more as in it manages reminders, sends flyers, etc. We would be better than putting off the individual tasks on separate volunteers. Pat looked at golf outing & it was about 7%. Dawn believes it will be worth it. Pat not thrilled with cost of Eventbrite but understands & would like to see us use PayPal. Dawn states she doesn’t love passing it on to the attendee because it will cause them to send checks & we are back to the same problem. Dawn suggests getting a sponsor to cover Eventbrite fees. Kathleen said she feels that we should raise to ticket to $55. Jamie stated committee is already concerned with getting enough sponsors. Pat states we also have Zettle which is connected to PayPal for in person payments, it will be used for in person attendees at the Christmas event. Dawn asked why we are not using a square that connects & says it is free. Pat says she could not find any that were less than $99. Dawn stated she has one. Pat stated PayPal is connected right to our bank account as well. Jamie stated we would like to leave out sponsorships to avoid paying the percentages on the sponsorship. Was mentioned that Venmo is bank account direct no credit cards. Motion from committee to set ticket price to $55 & use Eventbrite & do not use for sponsors. All in favor. Motion approved & passed. Pat will set up the Eventbrite.

**President:** Pat Dery’s report opened stating that the state meeting for the 27th is in Traverse City. Pat has 3 rooms booked for Sunday & Monday night. Dawn & Fran may stay 1 day of MR conference. Pat bought a $100 basket for the state meeting raffle & sent receipt to Alicia. We have $4000 in charitable contributions to use for these items. $1000 to RPAC, $2000 to our Charity and some for raffle baskets for state meetings and other misc. groups. Pat stated our Pop up mixer at Zef’s went great. Food was good. Location was good. Lots of new & past members showed up. Our past Presidents luncheon still needs a location. The place she picked was more than the budget. Dawn feels Kelley Dix would be a great person to ask for recommendations.

Revisions to Standard rules: Dawn questioned page 3 of leadership policy & procedures manual needing to be printed. Pat clarified verbiage. Under network treasurer duties took out a chuck of the meeting auditing duties & Dawn questioned why? Pat mentioned it was never being done, we just do a yearly audit. Dawn agreed OK. Dawn asked do we not take minutes of general membership meetings. Pat said correct. Dawn asked we use verbiage 4 days following the meeting instead of after. Asked that we have the pages numbered. Dawn suggested on last page aka future page 7 section 8 there be a few verbiage adjustments. Motion to accepted the changes. All in favor.

San Diego may be canceled because of restrictions. Kathleen will be sending the network back funds for her plane fare because of Covid restrictions. Pat mentioned they had strict vaccination rules. Kathleen said there is an automatic 7-day quarantine for non-vaccinated people. Pat, Kathleen, Jamie & Dawn will all be out on that because of the quarantine restrictions.

**President Elect:** Dawn Waldrip Bertani loved Network 360. It was great. Drinking from a firehose. Lots of education. Long days. Really excited about Bill Hwy. Surprised they have not negotiated better rates on Eventbrite. Dawn said she would love us to be a sample chapter. Pat mentioned we are & we are waiting for the green light to start.

Fran mentioned that the membership director should really be at Network 360. Lots of talk of new membership & retention. Suggests more people go next year. Pat mentioned she agrees because it is great for bonding.

**Treasurer:** Alicia Beasley asked Pat to review the budget as she is taking mom to doctors & is driving. Pat asked for approval to add Dawn Waldrip Bertani to the bank account. All in favor. Alicia will set a meeting up at Bank of America in Grosse Pointe. Pat is out of town Mon -Wed next week. Alicia will notify all. Currently in bank account approx. $31,000 in Balance. We are in budget with almost everything for budget versus actual. Everyone has a P & L. We received $750 check from 5th3rd for platinum sponsorship. Leadership academy figures are not in budget yet. Dawn feels that if we remove the $360 or $30 a month fee from PayPal, we would be better off using Eventbrite. We need to discuss at a later meeting again. Report is filed.

**Membership**: Franny Kanalos mentioned we have a new membership push called NUDGE. Jamie inserts detail below:

# The ****New Member Nudge**** Kicks Off TODAY!

We encourage all of our leaders to get all of the details on our [website](https://nationalwomenscouncilofrealtors.cmail20.com/t/j-l-fkjdiit-iktuadkkj-r/).  We've created a few highlights below!

Here's what you **need to know** as a network leader:

* This program has special bonus incentives to recruit new members never before introduced by National -- scroll below for outstanding incentives PLUS marketing images that your network can use to recruit prospects next week!
* This opportunity only exists for **new members** with no membership in the past four years. It is not valid for expired or renewing members.
* A member can join from **September 1, 2021,** through **October 31, 2021**, and it will cover 2022 dues plus the remainder of 2021 for free. In 2022, they will be invoiced for 2023 dues with no second-year prorations. Savings plus a streamlined process equals happy new members!

This is a public campaign and we are relying on local networks to spread the word. Your prospects are invaluable and already understand some of the Women's Council value. We have some tools below for you to utilize to help with your recruitment efforts. We also encourage you to localize your campaign and promote local benefits, such as complimentary events and other “hyper-local” reasons to join for a limited time. Make sure they know the value of your local network, but most especially the face-to-face interaction that makes the Women’s Council value proposition so unique. Reach out to all prospects and couple national benefits along with benefits that your local network can offer during this limited-time promotion.

**Bonus New Member Nudge Items:**

In addition to the remainder of 2021 for free, the new member nudge campaign will include the following bonus items:

* Free virtual recordings from 2020 and 2021 national conferences (ex, Elevate, Health, Wealth & Self, and Midyear Meeting).
* Exclusive new member orientation by the National Liaisons in late October (TBD).
* Rapid and assisted VIP enrollment in Women’s Council Saving Center for instant dues ROI this fall, including home improvement (12% Ace Hardware discount and Home Depot ProXtra), office supplies (exclusive Office Depot discount card), and 20% off Truly Original Flowers & Gifts just in time for the upcoming holiday season.

**MEMBERSHIP CONTIUNUED:** Pat mentioned that the membership director should be given a copy of the registration form so we can follow up as national does not have their own websites & reporting correct. Dawn is saying hers was showing not renewed & paid 2x because of national telling her she was not paid. We need to keep our own records because of this. Dawn checked the roster on WCR site & there are 2 recently new members showing.

**Events:** Kathleen reported that she tried to set up an Eventbrite link for October event & it was unable. Eventbrite sent her an error email. Pat states it is currently showing no events. We have no one showing registered. Dawn said that she paid & has a confirmation so we need to call tech support. Dawn states organizer shows Women’s Council Lake Pointe. Fran tried to register on the meeting & the link was not working today. Kathy Sloboda is sponsoring $200 towards food. Will pay on card reader at event. Kathleen will have to leave before event starts as she has a celebration of life to attend the same day. Kathleen said the account is stating that it is only opened as of August so someone messed with the account. Dawn stated Eventbrite says the Eventbrite is lakepointe@womenscouncilofrealtors.com is on the confirmation she has. Also the email list she has says lakepointe@womenscouncilofrealtors.com Pat stated that it had to be changed when we moved to GSuites. Pat is looking at the login with the old email. Pat will look into today & get back with everyone. Dawn logged in & sees it working with 6 people registered for the event.

PMN class will be let go at this time.

Fran asked if we are good with the price for the self defense class, $15 for members $25 nonmembers. Covers pizza wings pop etc. Will use the check from MiRealsource for a hole sponsor not used for golf outing for tip at event. MiRealsource will be present & teaching on Homesnap & other topics.

**Secretary:** Jamie Begin asked for approval on 2 scholarships. 1 for Mary Rose for $400 she is entitled to $400 instead of $200 because she was a member of the golf committee. All in favor. 1 for Lori James at $200 towards MR Convention. All in favor for Lori James $200. Fran stated should not be paid until after the event with paid receipts. Pat said correct that is what is to happen.

**Marketing:** Veronica made a flyer for the self defense class. Matt Jones will go out again today.

**New Business:** Randi has not paid the bill for her San Diego expenses. She did go to the state with an email, which was responded to by Katie Weaver. Pat suggested that we send the invoice again. Dawn states that we need to send it with a letter to address things & put it to bed. Include that her hotel has been transferred to the new President Elect. Jamie suggested that we send her a scholarship approval form as well. Fran stated that she has asked her to submit for scholarship but she has not taken the initiative. Pat read letter to group & will be filed in meeting minutes as an attachment. Jamie motioned to send the letter. Dawn 2nd all in favor. Pat asked to add to submit payment to treasurer. Pat mentioned that if this does not get resolved may need to go to court.

Next meeting will be held virtually on October 5th, 2021 9am

Meeting adjourned at 10:45am

Respectfully submitted by, Jamie Begin

See letter to Randi Brandt attached in next Page

September 7, 2021

From: Lake Pointe Women’s Council of Realtors®

To: Randi Brandt

Ms. Brandt,

First, we wish to apologize for the confusion. As of July 6, 2021 we (the Board) accepted and filed your resignation from the position as Lake Pointe Network 2021 President-Elect. That resignation changes the travel benefits previously allotted to you. At this time any reservations previously made have been altered to accommodate the change in 2021 President-Elect.

The changes include Network 360 scheduled for August 18-20th and the National conference in San Diego, November 9-14th. We have transferred all conference and hotel reservations to the new President Elect. We previously sent an invoice to you for the airfare to San Diego for which a reimbursement had already been paid. Since the President Elect travel benefits are no longer available to you, the invoiced amount is $367.80. Please pay this by giving a check to Alicia Beasly, the Lake Pointe Treasurer, who is your office.

Normally a scholarship does not include air fare, per our standing rules. However, you did chair two events this year and as a member are entitled to apply for a $500.00 Scholarship. If you wish to apply for that scholarship please submit the form to our Secretary, Jamie Begin at jamiebegin@kw.com to be presented at our October 5, 2021 board meeting.

The scholarship form can be found on our website under documents. You can also go to wcr.org and re-register for the National Conference in San Diego as well as a hotel room. There may be ladies from other Networks that are looking for a roommate and you can share the room costs. We hope to see at the National conference in November.

Kind Regards,

Women’s Council of Realtors® Lake Pointe Network