

## **Opening**

The regular meeting of the WCR Board of the Women's Council of REALTORS®-Greater Triangle on 6/5/2023 was called to order by Tallie at **1:01 PM**

## **PRESENT**

<b>Tallie Griffith</b> 2023 President	<b>Maya Galletta</b> First Vice President (out due to traveling)
<b>Shannon Brien</b> 2023 President-Elect	<b>Len Perkins</b> Membership Director
<b>Talvia Peterson</b> Network Events	<b>Diana Braun</b> Past President Advisor
<b>Heather Williams</b> Treasurer	<b>Myrka Mateo</b> Social Media Management
<b>Jimmy Hedges</b> Strategic Partner Project Team	

## **OVERALL COUNCIL NEWS**

N/A

## **Review Last Meeting Minutes**

APPROVED

## **Network Certification Application Submitted**

Completed on 10/1/23

## **Upcoming Conferences**

California - No One Is Going

Tallie follow up with Heather/Amber for who is going to NAR

## **Financial update**

Billhighway - \$5,637.23

- Heather passed out Budget report in-person

Wells Fargo - \$4695.01

### Network Events Update

- Subcommittees
- Membership value, feedback
- Future event directors have access to text message account (\$34/month)
  - NEW LAW (TCPA)
- Sept: Casino Night
  - Casino night be moved to OCT NEXT YEAR
  - Food was the most complimented
  - Check ticket pricing
  - Video of the photo booth (intro)
  - Clean up crew at the end (know who they are)
  - Checkout crew
  - Catering (know what they are cleaning)
  - STRUCTURE (shifts, list of what needs to go back of items)
  - Another bar next year?
  - Layout was a success
  - If in a neighborhood let the neighbors know 😊
  - Letting people know where their \$75 is going to
- Oct: RE Horror Stories
  - Monday UPDATE went out
  - Breakfast planned: Carolina Cafe
- Nov: Past Presidents
  - \$700 spent last year for past president event
  - This year
    - Current members ONLY
    - Stay in \$500 budget
- Dec 15th: BII
- Shannon: Eventbrite QR code for future events
- Reviewed Feedback from Casino Night.

### Strategic Partner Update

- Jimmy has no one to talk to. So, if have referrals let him know

### **Membership Update**

- Lost 3 members in September
- Gain 1 member
- No response from Durham Regional president
- \$175 member payment for membership
- Current members go to lunch-in
- CAPTURE AND CONTINUING TO ENGAGE MEMBERS
- “NEW MEMBER NUDGE” POST
- FOLLOW UP AFTER EVENTS
- January 1st - 86 members
- Current Active - 74 (-3) Sept 77 (+4)
- Lost y-t-d - 30 at March

#### **Expiration/Renewal**

- New y-t-d - 22 (+1 Aisa Pinto-Ramirez)
- Sept +1, Aug +4, June/July - no new members
  - September: INTRO VIDEO: <https://youtu.be/p7m4VeYIDHw> BIC Lauren Greer joined as a result of our post in August MM.
  - Durham Regional/OCHAR - no response or progress
  - GOAL - Add 50 new members in our 50th year!!!! **Need 29** for 106 total. Stretch Goal 125
  - If everyone on the board added a member that would leave 22 to reach goal of 50 which is about 7 new recruits a month

### **Social Media Marketing**

- None at this time

### **New Business/Suggestions**

- None at this time

Meeting Adjourned at 2:05 pm

Amendment to the Meeting notes -

Post conclusion of Board Meeting - board members Shannon Brien, Tallie Griffith, Len Perkins were present. We discussed the incoming BOD candidates and ratification was completed.

See \*\* below for members that were approved.

President - Shannon Brien

President-Elect - Dr. Talvia Peterson

First Vice President - Mahala Landin \*\*

Secretary/Treasurer - Heather Williams

Events Director - Rachel Withers \*\*

Membership Director - Jimmy Hedges \*\*