



GOVERNING BOARD MEETING

1/17/2023 at 6:37 PM

6677 Sea Harbor Dr, Orlando, FL 32821

MINUTES

Chairmen: M. Gina DosSantos, 2023 President and Amy Dumas, 2023 President Elect

I. Meeting called to order by M. Gina DosSantos at 6:37 PM

Facilitator: M. Gina DosSantos

Note taker: Garrett Decker

Attendees: M. Gina DosSantos, Amy Dumas, Garrett Decker, Ashley Katz, Lisa Stewart, Cynthia Weston

Excused: N/A

II. **Approval of Agenda:** Garrett Decker, motions to accept, Gina DosSantos seconds.

III. **Approval of Minutes:** Garrett Decker motions to accept, Gina DosSantos seconds.

IV. **Reports of Governing Boards:**

A. **President - M. Gina DosSantos:** No report

B. **President Elect - Amy Dumas:** Target mental health companies and self care/help companies to become strategic partners. Companies that work towards making people better or feel better are also needed, as well as industry companies because if we don't take care of ourselves and our bodies we will not be healthy enough to work.

C. **First Vice President - Garrett Decker:** Meeting policies and guidelines were discussed. Each position is to have their reports in a week prior to the board meeting so the agenda can be created in a timely manner. All the members need to be notified about the meetings and that they are allowed to attend. Board meetings will be held at FCAR and an email will be sent out to all members reminding them about the meetings. Deadline for the budget will be the end of January with approval by the board no later than February 25th. Sunbiz has been updated and shows the correct information.

a. **Reports of Project Teams:**

i. Standing Rules and Bylaws: Interviews are being conducted to create a committee for this team. This team needs to work on updating the Standing Rules and Financial Procedure and Finish by the end of February.

- ii. Social Media - Marketing team is being created. Photos and events will be sent to Chenzo for marketing.
- iii. Marketing - Marketing team is being created. Photos and events will be sent to Chenzo for marketing.
- iv. Strategic Partners - Emails go out each month to attempt to obtain more strategic partners. Once the event list is completed, the partners will be sent a list of the events, a list of their opportunities, and then we will send out sponsorship opportunities.

D. Treasurer - Lisa Stewart:

a. Reports of Project Teams:

- i. Budget - Budget committee meeting (Lisa, Amy, Gina) set for Jan 25th
- ii. Sponsorship - Strategic Partners invoices are out.

V. Reports of Directors:

A. Membership Director - Cynthia Weston:

a. Business Plan

- i. Increase Membership from 39 members to 50 and 10 strategic partners to 15.
- ii. Loyalty program for all members similar to the honor society. Reward members with points throughout the year for participation and recruitment.
- iii. Host a "Bring a Colleague" challenge for all current members at the Parade of Homes event. Use this to promote Women's Council membership benefits.
- iv. Design Business Cards that have membership information on it.
- v. Hand out event flyers at all association events and meetings.
- vi. Host a Women's Council of Realtors Flagler County Board Meet and Greet.
- vii. Partner with the association committee events to spread the word about women's council.
- viii. Nurture and mentor each new member and recruit while assisting with their development.

B. Events Director - Ashley Katz:

- i. Installation event report -
 1. No valet was a complaint from attendees that had been at the fashion show. We will address valets for the next events, but it's not needed.
 2. No cake, this was an oversight by the committee and by the staff during communication. Guests complained since we raised prices from our last event (fashion show) and took away food from this event.
 3. The original awards are great but we need to limit the production awards to just the top two production awards and not any more.
 4. Outstanding bills need to be paid.

- ii. Event list needs to be finished and an event workshop is set for Jan 31st from 9:30-12.
- iii. Discussed changing the fashion show to a comedy night.
- iv. New Member pancake breakfast and strategic partner march meeting.
- v. We discussed and confirmed New Member meetings are free to members and strategic partners.
- vi. Storage for the event supplies. Since we do not have a storage locker Amy has offered her office as a location along with Lisa's office.
- vii. The African American club has reached out to be involved and we discussed using them for the comedy night. FCAR and the IA Club will be back up locations.
- viii. Dancing with a Realtor is going to be a huge undertaking and a lot of work. It will cost \$2,000 per person or couple to take lessons. The lessons include 20 sessions which are approximately an hour long. An email needs to go out asking for those who are interested, and let them know they would have to pay or raise the funds themselves to be entered into the competition. We also talked about asking those who already take classes to be the dancers and we wouldn't have to pay for the classes.

VI: Unfinished Business: Event Workshop is scheduled and the budget committee is scheduled to meet. We will discuss the events, budget, and Standing Rules and Bylaws at the next meeting

VII. New Business: Change the fashion show to a comedy show.

Meeting Adjourned: 10:27 PM

Next Governing Meeting: