



# North Dakota Association of REALTORS®

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Minutes

## RPAC Fundraising

January 22, 2014 – 11 a.m.

Ramada Inn, Bismarck

Present: Daryl Braham, Chair; Mary Shelkey-Miller, Chair-Elect; Cindy Harvey, Director-In-Charge; Renee Bailey; Kevin Fisher; Amy Hullet; Greg Larson; Bob Lee; Larry Louser; Lorrie Nantt; Ron Volk.

Absent: Laurel Haake, Past Chair; Tate Cymbaluk; Shirley Dukart; Mike Gergen; Peggy Isakson; Christine Letvin; Jerry Youngberg, Ninetta Wandler and Shelly Zach.

Guests: Nancy Deichert (AE); Mike McEown (AE); Beth Mayer (AE) Barb Lupo (AE).

Staff: Jill Beck, Nancy R. Willis, Heather Balkowitsch.

Daryl Braham, Chair, called the meeting to order.

Welcome and introductions were made.

The committee purpose as described on the agenda was reviewed. Members agreed that the simple committee purpose is to “raise money for RPAC!” Braham said in that regard he wants to accomplish more.

Larry Louser said the committee should have three simple goals:

- 1) Number of Major Investors
- 2) Number of President's Circle investors
- 3) Total participation

(He directed everyone to look at p. 5 of the packet, *2013 RPAC Year End Major Investor, President's Circle and Participation Goals Tracker* sheet) For Region 8 we had 280% participation for Major Investors; 200% participation for President's Circle and a total of 59% Participation as compared to a 37% goal. He said that in 2014, NAR expects to raise \$8 million and to do that, NAR is projecting \$15 per member/\$4.50 of which goes to NAR. He said of the 37% participation goal, 1% of the participants are expected to be Major Investors. He said last year the goal was 15 Major Investors and we had 42. The goal was 2 President's Circle investors and we had 4. He asked who in the room planned to be a major investor and a large number of hands went up.

Kevin Fisher said he wanted to make a case for contributing to Issues this year. He said more education has to be done about both Issues and RPAC. He also said members need clarification that neither contribution is tax deductible. If people do not want their money to go to candidates, they need to know that they can contribute to Issues.

Discussion was had about how to assign contributions to either Issues Mobilization or RPAC.



Braham then reviewed 2013 Goals and statistics. The NDAR goals were: \$30/member; 75% participation; Major donor goal was 30. President's Club member goal was 1.5%. Capital Club member goal was 5% and 99 Club Member goal was 15%.

The committee reviewed the final numbers on the 2013 ND RPAC Board Investments sheet on p. 6. Final investment participation actual was 62%, but investment was \$77.26/member. Major donor goal actual was 42. President's Club actual was 2%, Capital Club actual was 4% and 99 Club actual was 11%. Braham congratulated everyone for their participation.

Nancy R. Willis, staff, shared with the Committee, for information only that NDAR was in the process of completing the annual report to the Secretary of State for political action committees. The due date is January 31.

Willis also reviewed with the Committee the information on p. 11 of the packet which showed which members have made payment plan commitments in the past and the current status of their plans. Eleven members have payment plans, with the earliest being from 2011 representing \$7,465 in RPAC payments owed to NDAR. In response to a question from a committee member, Willis said that NDAR continues to work with those members to complete their payment plans and for those whose amounts are smaller, the intent is to have them paid off as soon as possible.

As part of this discussion, Willis informed the Committee that the RPAC Trustees had approved a recommendation to no longer allow payment plans that exceeded the contribution year and to only give recognition status once the commitment was paid in full. Therefore, starting in 2014, all contributors will have to complete their payments between November 1, 2014 and October 30, 2014. Those still owing on payment plans from past years will be allowed to complete their payment plans.

RPAC website – Willis asked Fisher to share the information about the RPAC website. Fisher said that in the past he had won free website development and had donated it to NDAR which used it to create an RPAC website. Jill Beck said that NDAR had investigated and a page can be added to our current NDAR website, so at the end of this year, we will transition the RPAC web page to the NDAR website. This will allow us to save on the fee we have been paying, since the 1-year free hosting won by Fisher expired a couple of years ago.

Larry Louser proposed requesting an RPAC grant to conduct an RPAC Golf fundraiser. RPAC Fundraising Event Grants help state and local associations increase their RPAC fundraising receipts and participation. Associations can apply for grants up to \$5,000 for fundraising purposes annually. Requirements are that the state must allow corporate political contributions for use in fundraising; that the recipient must agree to forward 30% of all RPAC funds raised to NAR and that minimum RPAC fundraising goals must be an increase in 5% participation and an increase of total contributions by 10%. Larry outlined a golf event in which RPAC contributors buy 8 x 8 or 10x10 squares on a golf course for a minimum contribution of \$250. If the golf pro lands the ball on the buyers square, the buyer would receive \$2500 in cash and the surrounding squares would split the remaining \$2500. Participants would be encouraged to re-invest their winnings in RPAC. Committee suggested there should be a minimum contribution of \$500. The committee agreed it was a good idea and discussed whether to conduct in April in Jamestown or wait until the state convention in August. Braham asked staff to work with Louser to apply for the grant and plan the event. He asked that members who wanted to assist with the event contact Louser or Willis.

Braham reported that there was a new Major Donor level created by NAR of \$10,000 identified as Platinum. He said at the NAR Convention in November 18 members received pins signifying their Platinum Major Donor level. He said he intends to participate at that level.

Beck reported, for information only, that last year the Board approved a minimum donation of \$250 to attend the RPAC Reception during convention formerly known as the 99 Club Reception.

Braham directed committee members' attention to p. 20 in their packet, which was an e-mail he had sent to staff prior to the Leadership Retreat with his suggestions for 2014 Goals for this committee. He agreed with Louser that NDAR should concentrate on three goals:

- 1) To achieve all requirements to earn NAR's President Cup for 2014 (or similar honor depending on what NAR does). We have done 3x and should do again
- 2) Set a fundraising goal of 75% participation at \$30/member
- 3) Set a Major Investor Goal of 45 members

Braham also issued a 100% committee challenge to all members of all state committees to contribute to RPAC.

Braham asked for a motion to approve the three goals.

Discussion was that we should focus on areas of improvement. If participation has not reached 75%, then we discuss how much more we need to meet our goal on work on that; we also work on the 100% committee challenge. All agreed that the RPAC Fundraising and Trustees Committees should be held to a higher standard to meet that commitment.

A motion was made to set those three goals and focus as discussed. **M/S/C**

Willis reviewed NDAR contribution forms that can be used for RPAC contributions to facilitate staff reporting to NAR and the state and record keeping. Braham asked for a motion to approve their use. **M/S/C**

Braham thanked Fisher for sharing the form template which is used by Fargo to create the forms and asked Willis to send out to AEs for distribution to members.

Beck directed committee members to handout on p. 23 describing the REALTOR® Party mobile app and encouraged everyone to add to their phones.

There being no other business, the meeting was adjourned.

Respectfully submitted,

Nancy R. Willis