



# North Dakota Association of REALTORS®

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### Minutes

### Technology Committee

March 25, 2015 1:30 p.m.

### Conference Call

Present: Jamie McLean, Chair, Clyde Thorne, Vice Chair, Lorrie Nantt, Director-in Charge, Elizabeth Nelson

Absent: Todd Fettig, Ben Schroeder, Michelle Borud

Guests: Greg Larson, President; Cindy Harvey, President Elect; AEs: Nancy Deichert, John Colter, Beth Mayer

Staff: Jill Beck, Jane Marum, Nancy R. Willis

Jamie McLean, Chair, called the meeting to order. Welcome and introductions were made. A quorum was not present.

Jamie reviewed the Committee Job Description as described on the Agenda.

Minutes from the April 9, 2014 were approved as presented. **M/S/C**

**Review of 2015 NDAR Strategic Plan:** Objective #3 (enhance focus and deliverables to members in all areas of technology). Discussed that the objective is broad and will be met by implementing the goals in Strat Plan.

**Goal #3** (implement innovative ideas to promote technology to members and local Associations): Suggestions included - having a tech class once a month which focuses on computer/tablet use; bringing new apps or other technology to each Membership lunch; Brand-specific Smartphone training; eliminate use of the term "technology" because it can be intimidating to beginners; take a look at levels of computer use i.e. beginner, middle or advanced; challenge local tech committees for ideas and bring them to June meeting; evaluate members' use of app after the class to see if usage is up; check into a chat room app like Slack to enhance this committee's communication and contact.

Livestream meetings - discussion included concerns about attendance dropping off and expense. Action plan: Jill will check into what other state associations are doing; The Tech Committee will try a livestream test using Google Hangouts for an upcoming meeting; put "Appy Hour" on the agenda for the June 10<sup>th</sup> meeting (focus on Droid & iPhone users-Elizabeth uses Droid and is willing to help) and each local board to bring an app.

**Goal #3(2)**(Research with Membership Committee the launching of digital Desktop Reference Guide following MNAR platform): Jill stated that the Membership Committee wants to create a joint task force with this committee to look into this. Jamie volunteered to be on the task force.

Goal #3(8)(Use technology to aid in all aspects of government affairs): Suggestions included: Calls to Action for the state, increased use of Twitter, put a link to the ND legislative bill tracker on NDAR web site, put Friday Legislative Update information on web site, increase effort to drive traffic to NDAR Facebook page, put relevant information, i.e. events and education opportunities, on NDAR Facebook page with a link to the website and designate a Facebook administrator; Several local boards reported they are currently doing a sharing of technology and apps. Suggested sharing those with NDAR staff who will compile and share with committees and post on website.

**Review of Taxbot Program:** Information was presented by Terry Dennis, Director of Business Development for Taxbot. Program highlights: 29 State Associations of REALTORS® currently offer Taxbot as a member benefit, the cost to members is \$9.99/mo. or \$100/year with a 50% revenue share back to the association, educational webinars, email, eBook, “bullet proof” audits, unique auto tracking of mileage, customized reports and cloud storage. Consensus that Taxbot would be a good tool for REALTORS® and to take to the Executive Committee for approval.

**Website and Facebook Discussion:** See discussion above for Goal #3(8). Discussion that website is good but that efficiency of finding things to be worked on; need to get members to go to website for information; email to go out driving members to website and to “like” us on Facebook; Ask local boards to help in promoting “likes.”

**Other Business:** None

There being no other business, the meeting adjourned.

Respectfully submitted:

Jane Marum, Administrative and Membership Services Director and Jill Beck, CEO