



# North Dakota Association of REALTORS®

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## 2015 BOARD OF DIRECTORS

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Joyce Kuntz

Brad Livesay

#### *Wahpeton-Breckenridge:*

Steve Diederick, GRI, CRS

#### *Williston:*

Kassie Gorder

#### *STAFF:*

Jill Beck, *Chief Executive Officer*

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Jane Marum, *Admin/Membership*

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Minutes

### **Membership Services Committee**

March 24, 2015 3:00 p.m. Central Time

Conference Call

Present: Patsy Chapman, Chair; Todd Anhorn, Vice Chair; Lorrie Nantt, Director-in-Charge; Dewey Uhlir; Sue Heth; Judy Hoskin; Mary Splichal (joined at 4:00); Cindy Harvey; Cheryl Croonquist; Jodi Tollefson

Absent: LuAnn White; Ninetta Wandler; Doris Hoff

Guests: AEs: Beth Mayer, Nancy Deichert, John Colter

Staff: Jill Beck, Jane Marum

Patsy Chapman, Chair, called the meeting to order. Welcome and introductions where made.

Patsy reviewed the committee’s job description as described on the agenda.

Minutes from the January 22, 2014 meeting were approved. **M/S/C**

### **2015 Strategic Plan Review: Objective #5 (non-dues and additional revenue):**

Suggestions for new revenue included that from Taxbot and other NAR apps that NAR promotes and education and programs to benefit members such as Taxbot.

Objective #7 (serve membership, protect consumer, bridge between local Associations and NAR): Consensus that this is met.

Goal #2 (“Trusted Voice for Real Estate”) (1b, c, d, f, h): No activity on b, c, or d at this time. Local boards are addressing local requests for statistics; NDAR can help with statistics requests for the smaller local boards. Jodi described FMAAR’s 3 year PR plan with the theme, “I Love My REALTOR®.” A media company was hired to help them work within a budget. Plan includes digital bill boards, commercials using actual REALTORS® and consumers and ads in city magazines.

Goal #2(2b, c, d)(Consumer outreach): Jodi suggested that boards should tally up their good works and keep good records so their activities can easily be conveyed to the community. Jill stated the TAPS program came from the Dakotas CRS Chapter for the Chapter with a Heart program. The goal of the program is to create mentorships in the Dakotas. Jill will follow up with Vicky Matson, who was instrumental in setting up the CRS TAPS program.

It was stated that for these goals we need to compile the data and use it to gain the trust of the public by showing what our membership does in the community.



Goal #3 (Technology): Jill recommended a task force made up of REALTORS® to determine what parts of the MNAR desktop reference guide would be relevant for ND. Lorrie and Patsy volunteered to be on the task force.

Goal #4 (5a, b, c) (Membership Services Committee): As stated in earlier discussion, the TAPS efforts will be ongoing as well as REALTOR® Ring Day.

Additional items in Strategic Plan 1, 4, 7, 8, 9: In an effort to increase the recognition of Affiliates, FMAAR has started giving the Affiliate of the Year award on the same night of the Realtor of the Year award to make it a bigger event. In an effort to increase non-dues revenue, the Badlands Board has the “Red and Black Night” which is a fundraiser that grows bigger every year.

**REALTOR® Ring Day Update:** Suggestions for making this event more “visible” included making it a competition, i.e. REALTORS® vs. Fargo Firefighters; sending postcards to consumers encouraging them to participate and identifying the location of kettles; creating a Ring Day Facebook page so that Ring Day activities and dollar amounts raised from across the nation could be shared.

**Review of Taxbot Program:** Information was presented by Terry Dennis, Director of Business Development for Taxbot. Program highlights: 25-30 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 and unique auto tracking of mileage. Judy recommended finding out if the quoted cost is a start out price and if it would be increased later on. Consensus that Taxbot would be a good tool for REALTORS® and to take to the Executive Committee for approval.

**Review of Membership Stats:** Jill referred the committee to the handout.

**Other Business:** The Good Neighbor Award was discussed and asked if it could be given every year rather than every other year. The concern about awarding it every year is that there is not enough recognition/promotion of it and lack of applicants. Ideas for promotion of the award included: increase the dollar amount given to the charity involved, more publicity for the winner after the award is given, a \$500 set aside every year even if the award is given every other year. Jill recommended the task force meet and asked the group to email their ideas to her for the June meeting so they can meet prior.

There being no further business, the meeting adjourned.

Respectfully submitted,

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