



North Dakota Association of REALTORS®

318 West Apollo Avenue – Bismarck, ND 58503-1404
Phone: 701-355-1010 or 800-279-2361 – Fax: 866-665-1011

www.ndrealtors.com

info@ndrealtors.com

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jill@ndrealtors.com
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jane@ndrealtors.com
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robyn@ndrealtors.com

Nancy Willis, *Gov't Affairs Director*
nancy@ndrealtors.com

Minutes

RPAC Fundraising

June 10, 2015 1:00 p.m.

Hilton Garden Inn, Fargo

Present: Mary Shelkey-Miller, Chair; Scott Breidenbach, Chair-elect; Lyn Dwyer, Director-in Charge; Kevin Fisher; Bob Lee; Shirley Moen; Dewey Uhlir; Ninetta Wandler

Absent with prior notice: Daryl Braham; Dave Lanpher; Larry Louser; Scott Louser

Absent: Lorrie Nantt; Jodi Tollefson

Guests: Ben Hanson; Peggy Isakson; Ben Schroeder; Amy Hullet; Nancy Deichert; Beth Mayer; Shirley Dukart; Joyce Kuntz; Sharon Lunski; Barb Lupu

Staff: Nancy R. Willis

1. Mary Shelkey-Miller called the meeting to order and introductions were made. Peggy Isakson and Mike Schwartz asked to be on the committee. Willis will follow up.
2. April 23, 2015 Conference Call minutes were approved as distributed. **M/S/C**
3. Shelkey-Miller said that 2015 RPAC goals had been set at the last meeting and reviewed goal to actual to date.
 - a. Per member goal: \$30/Actual \$53.37
 - b. Member participation 75%/Actual 55%
 - c. Major investor goal: 55/Actual 17

Shelkey-Miller also reviewed RPAC Board Investments through 5/3/15.

Discussion was held regarding what constitutes a contribution toward the 75%. If ND asks for a minimum of \$30 and less is given, should this count toward the 75% goal? Willis said NAR does not recognize for goal purposes less than \$15, which is NAR's goal. All agreed further discussion is needed.

All NDAR committees have been asked to reach a 100% contribution level. Willis directed everyone's attention to the committee list noting that 100% for all committees almost has been reached. She said many local boards have RPAC fundraisers during the summer and those who have not given are most likely holding off to receive credit during a fundraiser.

4. Shelkey-Miller said at the committee's last meeting, Willis had been asked to bring investor opportunity information to the next meeting by identifying those who had been major donors in the past and were no longer and by informing the committee about reports available to assist with fundraising. Willis reviewed a report created from the RPAC database which shows how many REALTORS® in each office had given and how much. She said RPAC chairs at each local Board could designate someone within each brokerage to approach their REALTORS® for a minimum \$30 contribution.



Willis said she also can create reports which show detail listing every person who has not contributed. Willis also drew the committee members' attention to a list of former major donors who no longer are in that category. Possible prospects were highlighted for contact.

Shelkey-Miller asked what fundraising ideas had worked for local boards. Bismarck-Mandan talked about a "Cinco de Mayo" event with casino games and silent auction. Minot said they have a Golf Social with a wine auction. Participants pay \$35 for a paper bag with wine in it and don't know what type of wine it is until it has been purchased. She also said this year they are doing a "Traveling Outhouse" fundraiser. The small outhouse will be placed on non-investors front lawns and they must pay \$50 to have it removed. Grand Forks and Jamestown talked about raffles. Fargo will once again do their Issues fundraiser at a brewery. \$30 ticket gets you one beer and a hamburger, along with a chance for the silent auction.

Someone asked about materials. Willis said NAR has RPAC brochures that can be personalized. She is pursuing this. Someone said Fargo has a nice tri-fold brochure and asked if they would share. Marti Kaiser said they would be happy to.

Someone suggested that information be provided to REALTORS® during orientation to plant the seed early. Bismarck and Fargo both said this is done during their orientation. Committee members discussed pursuing some type of standard information. This idea will be brought back to the next meeting.

Shelkey-Miller and Willis told the committee that the Missouri Association of REALTORS® had created an RPAC fundraising video with a baseball theme. Since a laptop and projector were not available to show the committee, Willis said she would send out the YouTube link after returning to Bismarck. Willis also reminded the committee that NAR is doing e-mail solicitations to those who have not yet given. They are sending out 3-4 per year. Willis said she would send the latest solicitation out to the committee as well. Shelkey-Miller asked everyone to continue to work hard to meet our RPAC goals. She and Willis are available to assist if help is needed.

5. The agenda called for an update on RPAC information from the May Legislative Meetings and Trade Expo in D.C., but time was running short. Willis said NAR has a database created from realtor.com containing home owners and prospective home owners and that information will be made available. They already have piloted its use on a Call for Action on the removal of the mortgage interest deduction and had a very positive response. Willis also reminded everyone to load the REALTOR® Party mobile app on their phone, if they haven't yet.
6. Willis said she was looking into several individuals' contributions history, as she thought there may be 1-3 individuals who are getting close to qualifying for NDAR's Hall of Fame. The requirements are \$10,000 in aggregate for NDAR's Hall of Fame and \$25,000 in the aggregate for NAR's Hall of Fame.

There being no other business, the meeting was adjourned.

Respectfully submitted,

Nancy R. Willis, NDAR GAD