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Minutes

RPAC Fundraising

June 8, 2016 1:00 p.m.

Baymont Inn & Suites - Mandan

Present: Scott Breidenbach, chair; Mary Shelkey-Miller, past chair; Janel Buchholtz; Amy Hullet; Kevin Fisher; Barb Grande; Bob Lee; Deborah Nichols; Diann Loper; Mike Swartz; Tami Dunn; Larry Louser;

Absent with prior notice: Greg Larson; Jodi Tollefson; Scott Louser; Tate Cymbaluk

Guests: John Colter; Nancy Deichert; Shirley Dukart; Doris Hoff; Barb Lupo; Nicole Schoeder; LuAnn White; Tricia Schlosser

Presiding: Scott Breidenbach
Director Liaison: Ben Schroeder
Staff: Nancy R. Willis

1. Scott Breidenbach welcomed everyone. Introductions were made.
2. The January 27, 2016 minutes were approved. M/S/C
3. Breidenbach reviewed the spreadsheet showing RPAC contributions by committee members. Goal is 100%. We are at 77%. Many members still have summer/fall RPAC fundraisers planned.
4. Breidenbach reviewed RPAC/Issues investments by Board to date. Participation goal is 75%. At six months, Boards range from 30-66%. Total stands at 51%. So more work to be done!
5. Breidenbach said that nicely segued into the next Agenda item which was the Phone Bank. He said doing one would be a good way to meet NAR's goal to have all states and locals do one and would help to meet the 75% participation goal. Bismarck completed theirs on June 1 and checks still are coming in, so don't have a final number. However, felt it was successful due to number of non-giving members contacted. Lessons learned were shared: plan for follow-up; make good notes as non-responders circle back again and someone else may get; check your list of members/affiliates after setup Breidenbach encouraged all boards to do. Badlands has scheduled one for July.
6. Willis reviewed status of President's Cup and Triple Crown awards for 2016. We already have met all requirements for President's Cup. For Triple Crown, need to complete a 1-hour broker education and need to promote voter participation.
7. Willis reviewed a sample of the spreadsheet provided to each state from TargetSmart, an NAR vendor. Voting information is public information, so TargetSmart has collected and produced a report showing who voted or did not vote in the last election. NAR is encouraging states and locals to urge members to participate and vote. The committee voted to break down by non-voters by broker and have each broker receive their list with a request to encourage REALTORS to vote and to provide an update to the local Board. Information also will be provided to the local Board for follow-up. M/S/C

The state also will send out a mass e-mail prior to the November election urging everyone to vote.

8. Members serving on NAR Committees provided updates on the May meetings. **Broker Involvement** – the committee discussed the Consumer Advocacy database, which has grown from 200,000 consumers to over 7.5 million and when they were asked to respond to last year’s Call for Action on safeguarding the home mortgage deduction, 900,000 responded! Otherwise calls to raise RPAC participation is like talking to the choir, as North Dakota is always at the top and our members do not need much urging. **REALTOR® Party Member Involvement Committee** – this committee also got information on the Consumer Advocacy database. The 20 states that received the 2015 President’s Cup were recognized. A contest will run from now through October 31 and prizes will be awarded to the region or regions that sign up the most REALTORS® to the mobile app. **RPAC Trustees Fundraising Committee** – The committee supported the recommendation from NAR’s RPAC Federal Disbursements Trustees for a 2017-2018 Budget of \$24.5 million for the RPAC federal election cycle. This amounts to \$6.36 per member. State goals will be set based on this number. As of April 30, RPAC had 26% participation compared to 25% last year and there are 28,042 more investors than at this time last year. Staff was asked to look at statistics of REALTOR® members attending the President’s Circle conference as guests. The goal is for them to become President’s Circle members, but a committee member raised concerns that this is not happening. NAR’s RPAC coordinator raised the issue of members losing their Major Investor pins and submitting multiple requests for replacement. The committee approved replacing only two pins and from the third on charging \$20 a pin. The Phone-A-Friend Phone banks have taken place in 47 states and nearly 500 local associations have committed to doing one. The committee approved revising the soft dollar fundraising goal (Issues) from an overall amount to a new state and local association Major Investor goal. The committee also approved revising the Local Performance Achievement Awards from the top three in mega, large, medium and small size categories to the top 10 in each category beginning in 2016.
9. Willis informed the committee that videos created by NAR for NAR e-mail RPAC solicitations are available to state and local associations to use. Several of the videos were seen.
10. Breidenbach reviewed plans for the RPAC Reception during convention in September and reminded all that the minimum investment to attend is \$250.00
11. Bob Lee asked committee members if anyone had any ideas for increasing commercial REALTORS® participation in RPAC. Everyone agreed that they were a difficult group to motivate. Willis said she could send a contact for NAR’s commercial REALTOR® section and NAR’s commercial section would have ideas or could be helpful.

There being no further business, the meeting adjourned at 2:00 p.m.

Respectfully submitted,
Nancy R. Willis, NDAR GAD