



To advocate for the success of our members in partnership with our local Associations and the National Association of REALTORS®

#### Minutes

Member Involvement Committee

February 14, 2017 12:30 p.m.

East Heritage Room, Ramkota Hotel, Bismarck, ND

Present: Cheryl Croonquist, Chair, Shane Cullen, Vice Chair, Todd Anhorn, Past Chair, Jill Kjorstad, Director Liaison, Lorrie Nantt, Ninetta Wandler, Karin Haskell, Amy Hullet, Kristin Oban, Vicki Roller, Tricia Schlosser, Mary Splichal, Amber Carlton, Chris Feickert, Deborah Nichols, Dewey Uhlir, David Blumkin, Lynda Hartmann, Nick Leavy, Shari Timms, Diann Loper, Shari Anhorn, Sue Heth, Judy Hoskin, Kristi Sagaser, Jodi Tollefson, Amber Kraft, Greg Larson

Absent with Prior Notice: Vicky Matson, Andrea Savelkoul

Absent: Christine Hall, Sarah Stock

Guests: Lyn Dwyer, Ben Schroeder, Vicki Roller, Amy Hullet, Kevin Fisher, Dewey Uhlir, Emily Johnson, Lynda Hartmann, Sue Heth, Barb Lupo, John Colter, Nancy Deichert, Mary Shelkey Miller, Alyx Pedersen

Staff Liaison: Jane Marum, Jill Beck

Cheryl Croonquist, Chair, called the meeting to order. Welcome and introductions were made.

The Committee Purpose was reviewed.

Minutes from the June 8, 2016 meeting were approved as presented. M/S/C

**2017 Strategic Plan review:** Discussion took place to clarify the committee's understanding of Core Objective #5 and #7. A consensus was reached that Core Objective #5 targets members and #7 targets the general public. A consensus was reached that Core Standard Goal #4 (5a) has been accomplished and work continues on (5c).

Discussion of communicating the value of REALTORS® to the general public: this is both a local and state issue; use promotions/ads available from NAR; Year-end splash of accomplishments; newspaper ads showing what REALTORS® have done in their community; promote value of using a REALTOR® versus FSBO; multi-media campaign on value of REALTORS®; more use of social media; I love my REALTOR® campaign; have locals submit list to NDAR for idea sharing and make the idea list available and contacts can be made to locals for questions.

Andrew Gowasack gave a video presentation on Trust Stamp, a safety program which would be available to all members without state endorsement or partnership. A consensus was reached to table a decision on approving this as a member benefit until the April committee meeting. Because REALTOR® safety is a major concern, suggestions were made to have Casey Chapman review the Trust Stamp program for any legal issues and to research alternative programs. Another suggestion was to conduct a ND Realtor® Safety Day as has been done by some of the local boards.

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**Desktop Reference Guide Update:** Taskforce Chair, Lorrie Nantt, reported that the group is still working on it and a meeting will be scheduled in the near future.

**Member Benefits:**

Taxbot – encourage use at the local level with testimonials of members who are using it  
Hotel Storm – hard to find on the NDAR website; use during the day as hotels aren't participating evenings and nights; rates are comparable to Priceline, members have found big savings on room rates and room availability depends on hotel participation.

Discussion on communicating the value of member benefits to the membership: promote on website; work with other committees on this; provide tips on using Taxbot and Hotel Storm; use a blog to promote member benefits to target New Agers; encourage use of member benefits at the local level with testimonials of members who are using it; promote as part of local new member orientation; access through Learning Library at local level

ApplyConnect – bring to April meeting for review.

**REALTOR® Ring Day:** The 2017 North Dakota REALTOR® Ring day will be December 1<sup>st</sup>. Local boards used REALTORS® v. Fire Dept. challenges and office-to-office challenges in 2016 to drive up donations. Local boards also used the NAR video, Facebook Live posts and wore ugly holiday sweaters as promotional tools for Ring Day.

There being no further business, the meeting adjourned.

Respectfully Submitted,

Jane Marum  
Administrative and Membership Services Director

