



Mission of Women's Council of Realtors ®

We are a network of successful REALTORS®,
advancing women as business leaders in
the industry and in the communities we serve.

January 11, 2021

Call to Order

Roll Call:

Approval of Minutes:

Review and approve the minutes from December 7th, 2021

Presidents Report: Michele Brown

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President Elect Report: Jen Valente

- Ideas on how to foster relationship with GKAR.
 - Become a sponsor.
 - How much to have a table at each event.
 - Have 5 mins to introduce WCR in new member orientation.
 - Have a meet with Robin.
- Reach out to strategic partners to thank them for joining. In so ask to do a short promo video we can put on FB page and ask how we can best serve them in the coming year.
 - Ideas to build the value of membership and relationship with them.
- Reach out to current members to thank them for their continued support.
 - Encourage them to bring a friend to the next event. Introduce themselves on video for FB.

- Facebook slide show with all current members and strategic partners.
- Add 2022 dates to remember to FB page from our cliff notes book:
- **January**
 - 1.1_2022 Dues are to be paid. **(Membership)**
 - 1.7_New Year Kickoff (Virtual)
 - 1.26_State Meeting/Award Ceremony/Installation and Celebration
 - Detroit – All Day Event: (\$85-95) Registration
- **February**
 - 2.3-2.4_Elevate Summit (Virtual)
 - 2.15_Deadline to sign Affiliation Agreement **(SP/Membership Committee)**
- **March**
 - 3.31_Membership renewal grace period ends. Unpaid members are dropped. **(Membership)**
- **April**
 - 4.15_State & Local Network Taxes Submitted **(Treasurer)**
- **May**
 - 5.3-5.6_Women’s Council Midyear Meetings
 - Capital Hilton, Washington, D.C.
 - 5.25_State Meeting/Strategic Partner Appreciation Event/Elections
 - Mackinac Island
- **June**
 - 6.1-6.30 Application period open for Leadership Institute 2023
 - 6.1_Appoint State Liaison
 - 6.15_Leadership Identification & Development Names Due to National
- **July**
 - 7.27-7.29_Network 360 Leadership Conference
 - Sheraton Grand, Chicago, IL
- **August**
 - 8.1_Application Period Opens for Network Certification Program

- **September**
 - 9.6_Consent to serve forms due for 2024 national office Applications
 - 9.20_State Meeting
 - Grand Rapids
 - 9.30_Local Network Elections Deadline
- **October**
 - 10.1_Network Certification applications due for recognition at National Conference
 - 10.10_Local and state network dues changes due to National for 2023 billing.
- **November**
 - 11.1_Dues renewals distributed.
 - 11.9-11.13_Women's Council/Realtors® National Conference & Expo
 - Hilton Orlando, Orlando, FL
- **December**
 - 12.31_2022 Dues Expire
- Set up subcommittee to help with Facebook page posts
- Discuss, should Zoom always be an option for each event?

First Vice President Report: Danielle Pojar

- Board Meeting Calendar for 2022
- Monthly Agenda Due Dates 2022
- G-mail Calendar for 2022 _ Shared calendar with the board. Import into their own calendar App.
 - To Include the following:
 - Board Meeting Dates with Zoom link.
 - Local, State, national events and reminders, links etc.
 - GKAR 2022 Schedule
- Event Flyers and Pre-Planned FB Post in Canva for 2022
- Discuss depending on FB_E-mail with add to calendar feature (Check into), Instagram, Twitter
- Website.

Treasurers Report: Maggie Harma

- Final Net **loss**/Gain 2021 -**\$2,478.81**
 - **No sponsorship income came in 2021 to retain strategic partnerships during Covid years: 2020-2021.**
- Account Balances as of 12/31/2021

- Total: \$13,645.23
- Checking:
- Savings:
- Budget 2022_Finalized_Review:
- Event Income goals
 - January 2022_Event Budgets:
- Sponsor Ship Income Goals
- Confirmed Sponsorship Income for 2022: **\$3,500.00**
- Minimum Goal for 2022: **\$6,250.00 – 56% to MIN. GOAL**

Strategic Partners Annual			
Bronze/Single Network SP \$250	\$ 1,250.00	\$ 500.00	Horizon Bank, Gauranteed Rate
Silver SP \$500	\$ 1,500.00	\$ 1,000.00	Nations Title, Kalsee CU
Gold SP \$1,000	\$ 2,000.00	\$ 2,000.00	Jamie Flees, Consumers CU
Platinum SP \$1,500	\$ 1,500.00		
Total Annual Sponsorships Income	\$ 6,250.00	\$ 3,500.00	

- Upcoming tasks to complete:
 - Reach out to the audit committee to meet and audit the books for the second half of 2021.
 - 4.15_State & Local Network Taxes Submitted (**Treasurer**)

Membership Report: Jennifer Lane:

- Membership dues were due on by January 1st.
- Grace Period is March 31st. After that they are dropped.
- List of a Paid/unpaid current members?
 - Total Number of Members 2022
- List of paid/unpaid strategic partners (SP)?

Paid/Renewed Sponsors 2022	Point(S) of Contact (POC)	Level
Horizon Bank	Mercedes Befus	Bronze/Single Lvl
Guaranteed Rate	Titus Davis	Bronze/Single Lvl
Nationals Title Agency	Marci Hoffman, Chris Van Winkle	Silver
Kalsee CU	Kathi Vlachos	Silver
Farm Bureau (Jamie Flees) Agency	Jamie Flees	Gold
Consumers Credit Union	Heidi Bish, Renee Ziska, Holly Madrill	Gold
National Members:		
Independent Bank	Maggie Harma	NM
Devon Title	Dawn Bradley	NM
Southwestern Michigan Board	Alan Jeffries	NM
2021 Past Sponsorship Review:		
Honor CU	Kim O'Donoghue	
Derek Lietzau Insurance Group	Derek Lietzau, Denis Walker	
Arbor Financial	Holly Babb, Kyle Townsend, Ryan Maneke	
Prime Lending	Wendi Traxler, Scott Burkett, Jason Stiver	

Next Door Photos	Kelly Patterson	
Timberland Home Inspections	Tim Williams	
Business Partners		
Home Builders Association WM		

- Total Number of SP 2022
 - Six as of 1.6.2022
- 2022 Growth Goals
 - Prospective Members
 - Prospective Strategic Partners
- February Action Items:

Program Director Report: Tammy Dykema:

- 2022 Tentative Event Schedule:
 - 1.6_Moved to 1.13_Installation of NEW 2022 BOARD 4-6PM Location TBD
 - 1.12_Event #1_2022 Membership Kickoff Breakfast:
 - Cost to attend: \$25-35
 - Time: 8:30-11AM
 - Location: Cellar 328 W Milham Ave, Portage, MI 49024-2700
 - Non-Profit Supporting: Loaves and Fishes
 - Event Sponsor:
 - Speaker Deb Timmerman
 - Tools for Pandemic Fatigue and Stress in the Workplace
 - Lunchbox Breakfast
 - 2.10_Date Night -Axe Throwing Rev & Roll – 25 Maximum Attendees
 - Cost to attend:
 - Time:
 - Location:
 - Non-Profit Support:
 - Event Sponsor:
 - Forecasted Expense/Breakeven:
 - Action Items:
 - 2.26_SIGN UP DATE? Kalamazoo Walk to End Homelessness – WCRSW
 - Supports HRI_Housing Resources, Inc. March 19th, 2022:
 - #Stepouttoendhomelessness!
 - Cost to attend:
 - Time:
 - Location:
 - Non-profit Support: HRI
 - 3.7-3.11_Mebership Madness Month – Weekly Events:
 - Action Items:
 - 3.19_HRI_Walk to End Homelessness
 - Time:

- Meet up Location:
 - 4.13_Event 3_Mission Focus
 - Lunch & Learn, Panel, “Let’s Talk HGTV” (Colors, Trends, Spruce up for the Spring Market)
 - Cost to attend:
 - Time:
 - Location: Girls Scouts Conference Room
 - Non-Profit Support:
 - 4.19_Event: Membership Orientation, Light Breakfast
 - Cost to attend:
 - Time: 8:30-10 AM
 - Location: HBA (Home Builders Association) Conference Room
 - 5.19_Board Team Building:
 - Location: Gun Lake
 - Time: 11 AM-2 – PM
 - 6.23_4.01 Annual Roadhouse Gathering
 - Cost to attend:
 - Time: 4.01-~6PM
 - Location: University Roadhouse @ 1332 W Michigan Ave, Kalamazoo MI 49006
 - 7_Event #3_National Speaker
 - TBD
 - 8.2_Members ONLY event: Wine & Canvas night:
 - Cost to attend:
 - Location: Warner’s Winery
 - Time:
 - 8.11_Detroit Tigers Bus Trip
 - Cost to attend:
 - Time: 8AM – 9PM
 - Location: Stadium Park and Ride
 - Non-Profit Support: TBD
 - 9_Event 9 Con Ed: - TBD Time: AM:
 - 11_Community focused: Holiday Raffle Baskets Event
 - 11_Community focused: Belling Ringing with Salvation Army
 - 12.8_Annual Chicago Bus Trip Fundraiser
 - Cost to Attend:
 - Time: 8AM – 11PM
 - Location: Multiple Pickup/Drop-off
 - Non-profit Sponsor: Families from Catholic Charities of Kalamazoo:
- 2022_Event Action Items:

Events Committee Member: Dawn Bradley

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Miscellaneous:

Next Meeting:

Meeting Adjourned: