



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:

Call to Order @ 9:04 AM by Michele Brown.

Roll Call:

Participants/Guests:

In Person: Tammy Dykema, Michele Brown, Danielle Pojar, Dawn Bradley, Maggie Harma, Jen Valente, Jennifer Lane

Zoom: N/A

Motion to Approve Past Meeting Minutes:

- December 7th, 2021 Meeting minutes approved by Dawn Bradley, seconded by; Maggie Harma. Minutes approved.

Past Presidents Report: Tammy Dykema:

- Once the WCR admin system is set on membership – *Tammy to create a banner for Canva. Strategic partner banner – Tammy will complete.
- Michele will update and adjust the website with Strategic Partner banner.
- *Zoom for Website admin. Sites

Presidents Report: Michele Brown

- Marketing Concerns:
 - Jen_
 - Cherish Mentioned:

- Video News: Time to read.... n/a:
 - Engagement:
 - Reels
 - Kalamazoo Museum Newsroom
 - Kalamazoo Parks
- Teamwork – Don't Hesitate to reach out to get tasks done. Advertising 4-6 Weeks out prior to the events.
- State Meeting note: January 26th could go virtual Tammy to follow-up. Achieve in February will be Virtual.
- GKAR Bowl for Kids Sake. Maggie will lead and follow-up. Dawn, Michele, Mercedes. (Date on February 26th)* 4 member minimum to bowl. Each person brings \$60.00 min. donation to cause.
- Education for membership that other networks are doing. Open spaces to add more education CE Credits on our events Calendar. Add Value to membership by giving substance. Utilize other networks ideas.
- Tracking GKAR and members in bearings and send a congratulations letter to new realtor members monthly. * Jen Valente flyer / e-mail letter.
- Mastermind Groups with National and State level opportunities held virtually and free.

President Elect Report: Jen Valente

- GKAR Relationship
 - Table costs. Leveled teared. Expensive.
 - SWMAR will let us come for free. Alan
 - Robbin Blasts on hold due to short staff.
 - Orientation hand out or presentation at GKAR (5) min with New members.
 - BCAR may entertain a table. Michele to follow-up*
 - Jen Valente and Jennifer Lane Robin meeting*
 - Strategic Partner Short Video after joining* Jen Valente
 - Add value and welcomes
 - ***WE ARE A NAR Sponsored Organization***
 - Slideshow of current members and events.

First Vice President Report: Danielle Pojar

G-Mail Suite/Calendar Task

*Action Items out of the board Meeting

Education:

Treasurers Report: Maggie Harma

- Current event #1
 - Had a \$400.00 ticket goal, currently received only \$25.00.
 - Participants/Guests:
 - There was no speaker budgeted for the 1st event. Maggie kept a \$50.00 place holder. The meal budget is \$250.00 and we are coming in at \$240.00.

- Speaker will now cost \$250.00.
- Of the \$250.00 needed to pay the speaker, \$50 to come from the event 1 speaker budget, 10 from the meal budget and the remaining \$190.00 of the expense to go misc. expenses.
 - Motioned by Dawn Bradley
 - Seconded by Tammy.
 - All voted in favor.
 - No further discussion
- 2023** Suggested NO Major events in 1st Month of the year unless planned during the 4th quarter of the prior year and board***
- Strategic Partners:
 - No Platinum level sponsors yet.
 - 2/3 silvers to date.
 - Couple of gold. SPs
- Basket for raffle Strategic Partners Pick the even dates.
- 2nd Half of 2021 audited. Michele must be present. *
- Past audit committee Maggie to reach out to Holly Madrill
 - Stephanie / Possible? Kim Williams/Holly to Audit *

Membership Report: Jen Lane:

- Kellogg Community Credit Union Joining as SP Katie– Tammy D*
 - Possibly National Affiliate
- Tammy Explained the Bronze/Vs. National Affiliate. National Affiliates do not get logos.
 - *Action Items
 - Derek @ Bronze w/ Denise? *Danielle ** Amelia:
 - Holly Babb*Dawn
 - Past Sponsorship E-mail addresses * Danielle/Jennifer Lane:

Program Director Report: Tammy Dykema: Dawn Bradley (Spoke)

- Events/ Tues/Wed/Thursday:
 - Breakfast Maggie reviewed budget items:
 - Feb. 26th Bowl for Kids Sake:
 - January 17th Committee Meeting at Jacs:
 - Tigers Bus Trip Change Sept. 1st, 2022 (Thursday)
 - Event Excel Planning* Maggie:

Committee Member Notes:

- Marketing
- Events

Miscellaneous:

Next Meeting: February 1st, 2022 At 8 AM: @ HBA

Meeting Adjourned:10:12 AM

Action Items: