



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.

February 1, 2022

Call to Order

Roll Call:

Approval of Minutes:

Review and approve the minutes from January 11th, 2022

Presidents Report: Michele Brown

- Communication
- Retention
- New Board
- Strategic Partners
- President-Elect Mo.Power hour
- Membership in a box
- Guest encouragement
- Orientation
- Mastermind
- State Meetings
- Sponsors
- Expo

- Lunches
- Con-Ed

President Elect Report: Jen Valente

- Installation of the 2023 board to be on December 13th, 2022 (Tuesday).
 - I would like to add a CE class to this event if possible or something else to add value.
 - Examples: Goal Setting for 2023/Safety CE class sponsored by a SP (or 2)
- Melissa Doubleday with Keller Williams plans to sign up herself as a member.
 - She will be sending me their KW calendar so we can send 1-2 people during their sales meeting to talk about WCR and invite them to join. She would also love to partner up and co-sponsor an event (s) with the BCAR agents/that side of town (BC). She has some connections and could help with location ideas etc. More to follow!
- Jen and I are planning to go to Revel and Roll on 2/2/2022 to do a promo video for the 2/10 Ax throwing event, this will then be posted on our FB page
 - Add to LinkedIn
 - Instagram Reel...
- Outcome from Robbin meeting: how to foster relationship with GKAR.
- Outcome from Marketing Committee Meeting: January 24th at 5 Lakes
 - Suggested a re-cap e-mail be sent to the president if unable to attend on all committee meetings and reviewed outcomes at upcoming board meeting.
 - Suggested more committees be formed. Discuss where this would be helpful.
 - Delegation of Roles: ** See New Member onboarding timeline** & Delegation of task direct to board member.
 - G-mail account * Board member responsible for sending will also respond to incoming e-mails with the same subject line tags. Subject lines tags should be very specific.
 - Event E-mails from Gmail account
 - FB – Posting Calendar timelines and person
 - Instagram ()
 - LinkedIn
 - Canva

- Marketing Timelines / Blasts: 6 Weeks, 4 Weeks, 2 Weeks 1 – Week. Board to share personally on Social Media plat forms 6 weeks out and 1 week out.
 - Texting links to members?
- Schedule - SP -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.
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 - **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**)
 - **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
 - Board Meeting Dates:
 - 2.1 February – This meeting.
 - 3.8 March - Michele requested move.
 - 4.5 April
 - 5.3 May
 - 6.7 June
 - 6.28 July -** Trying to avoid July 4th.
 - 8.2 August
 - 9.13 September
 - 10.4 October
 - 11.8 November - Michele Requested move.
 - 11.29 December ** Trying to avoid the week of the Chicago Bus Trip
 - 12.27 EOY wrap up
 - All agree updates will go into the calendar and meetings updated.
- Monthly Agenda Due Dates 2022
 - Saturday prior to the meeting: Task reminder to go out to the board:

- 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 – Not out there yet.
- Event Flyers and Pre-Planned FB Post in Canva for 2022 – Marketing Schedule – Jennifer Lane – Marketing Committee:
- Discuss depending on FB_E-mail templates – Jennifer Lane: with add to calendar feature (Check into), Instagram, Twitter. Square Linke and QRCode on Template: Donations to QR code/Link Bowling for Kids Sake.
- Zoom Paid for Speaker event. Pay 100% of the fee to listen in. Q & A Panel for interaction.
- Event Asset Planning WB:
- Event Agendas. Not sure if this was done in the past. Pledge of allegiance. SP’s recognition, membership recognition, guest recognition. Board introductions. Non-Profit sponsorship and recognition. Raffle and or donations. Event Hostess.
- Schedule the time out
- WCRSW – Password sheet and turn over: Process
- Google Drive - discussion
- Canva – Login through Google
- LinkedIn – Needs work
- Linktree – Connection to all social platforms?
- October – Passing of the Baton. Leadership interest from committees and members.

Treasurers Report: Maggie Harma

- Account Balances as of 01/31/2022
 - Total:
 - Checking:
 - Savings:
- Budget 2022_Finalized_Review_Confirm all Board Members Received:
- Event Income goals
 - January 12th 2022_Event
 - Net **Loss \$110.00 after all expenses:**
 - **Gross Event Ticket Sales \$380.00**
 - **Speaker Expense was \$250.00**
 - **Meal Costs was \$240.00**
 - **Great News is DEB Timmerman signed up as a BRONZE Level Sponsor @ \$250.00**
- **February Event:**
 - **Three Couples Signed up for Axe Throwing:**
 - **Nico Lopez**
 - **Michele Brown**
 - **Dawn Bradley**

Program Director Report: Tammy Dykema:

- 2.7 Events Committee Meeting:
 - **Time:**
 - **Place:**
 - **Committee:** Amelia, Jamie, Dawn, Tammy & Holly
- 2.8 Events on Facebook – Tammy and Team
- 2.8 Events on WCRSW Micro Site – Michele
- **Review: Draft of Strategic Partners Logo for Facebook.**
- 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_Bowling for Kids Sake Team WCRSW
 - Cost to attend:
 - Time: 11:00 AM:
 - Location: Revel and Roll:
 - Non-profit Support: Big Brothers Big Sisters
- 3.7-3.11_Membership 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:
- 10_2023 Board Application Process and Education Day??? TBD....
- 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:
- 12.13 TBD_Installation of 2023 Board:
- 2022_Event Action Items:

Events Committee Member: Dawn Bradley

- See Above:
- 2022 Strategic Partnership Form

Miscellaneous:

Next Meeting: TBC: Tuesday March 8th, 2022 @ 8 AM

Meeting Adjourned:

