

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.
 - O 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
 - o 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.
 - o 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.

- o 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

- o 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
- o 10.10_Local and state network dues changes due to National for 2023 billing.

November

- 11.1_Dues renewals distributed.
- o 11.9-11.13 Women's Council/Realtors® National Conference & Expo
 - Hilton Orlando, Orlando, FL

December

- o 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
 - O 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.
 - o To Include the following:
 - Board Meeting Dates with Zoom link.
 - Local, State, national events and reminders, links etc.
 - o 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
 - o Total:
 - Checking:
 - Savings:
- Budget 2022_Finalized_Review_Confirm all Board Members Received:
- Event Income goals
 - o January 12th 2022 Event
 - O 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

- Sponsor Ship Income Goals
- Confirmed Sponsorship Income for 2022: \$4,250.00
- Minimum Goal for 2022: \$6,250.00 68% to MIN. GOAL
- Here is a list of every strategic partner who has paid. On the right are people who
 said they were going to sign up but we haven't received money for yet:

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Strategic Partners Annual		
Bronze/Single Network SP \$250	\$ 1,250.00	\$ 1,750.00
Silver SP \$500	\$ 1,500.00	\$ 1,500.00
Gold SP \$1,000	\$ 2,000.00	\$ 1,000.00
Platinum SP \$1,500	\$ 1,500.00	
Total Annual Sponsorships Income	\$ 6,250.00	\$ 4,250.00
Mombarshin Income		

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Mercedes Beefus, Deb Timmerman, Timbe	erland Home Inspections, Tit	us Davis, Foutains, Ho	lly Babb, Next Door F	hoto
Nations Title, Kalsee CU, Derek - Farm Bure	eau			
Jamie Flees		Needs to I	ay	
		Prime Len	ding	
		Consumer	s CU	
		Lighthouse	Title	

- 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:

- Added the New Member Toolkit to the Google Drive for reference.
- Working to Implementing docs/ Systems
- Updating Contacts with current info, headshots and addresses as well as Strategic Partner Level
- Member Recruiting Plan
 - Setting Meetings with Brokers and other Associations.
- Membership dues were due on by January 1st.
- Grace Period is March 31st. After that they are dropped.
- Need access to Micro Site List of a Paid/unpaid current members?
 - Total Number of Members 2022
 - o Total Number of SP 2022
 - 11 as of 1.31.2022 with 3 additional verbal commitments.
- 2022 Growth Goals Discuss Leads and prospect structure:
 - Prospective Members
 - Prospective Strategic Partners
- Discuss live spreadsheet on Google share drive with Maggie
 - Muti-page workbook for Members paid/unpaid/past/present/future etc.
 - o Combined with SP (Strategic Partner) tracking Past /Present/Future.
 - o Tags and input information should mirror Google Contacts to an extent.
 - o Important asset to track YOY (Year over year) for the local network.
 - o Process between the Treasure and Membership Director Overseen by the President.

Program Director Report: Tammy Dykema:

- o 2.7 Events Committee Meeting:
 - o Time:
 - Place:
 - o Committee: Amelia, Jamie, Dawn, Tammy & Holly
- o 2.8 Events on Facebook Tammy and Team
- o 2.8 Events on WCRSW Micro Site Michele
- Review: Draft of Strategic Partners Logo for Facebook.
- o 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_Mebership Madness Month Weekly Events:
 - Action Items:
 - o 3.19_HRI_Walk to End Homelessness
 - Time:
 - Meet up Location:
 - o 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:
 - o 4.19_Event: Membership Orientation, Light Breakfast
 - Cost to attend:
 - Time: 8:30-10 AM
 - Location: HBA (Home Builders Association) Conference Room
 - o 5.19 Board Team Building:
 - Location: Gun Lake
 - Time: 11 AM-2 PM

- o 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:
- o 8.11_Detroit Tigers Bus Trip
 - Cost to attend:
 - Time: 8AM 9PM
 - Location: Stadium Park and Ride
 - Non-Profit Support: TBD
- o 9_Event 9 Con Ed: TBD Time: AM:
- 10_2023 Board Application Process and Education Day??? TBD....
- o 11 Community focused: Holiday Raffle Baskets Event
- 11_Community focused: Belling Ringing with Salvation Army
- o 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:
- o 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: