



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.

March 1, 2022

Call to Order

Roll Call:

Approval of Minutes:

Review and approve the minutes from February 1, 2022

Presidents Report: Michele Brown

- Member in a Box
- Network Certification Program

Network Certification Program

INTRODUCTION:

Women's Council Network certification recognizes and rewards the most active local and state networks that achieve five key benchmarks of network excellence and exceeds basic charter requirements per its national affiliation and provides outstanding member service.

WHO is Eligible to Apply:

All Networks in good standing are encouraged to apply. The current President of the network must submit the application.

WHEN:

The application period will open in summer 2022.

WHERE and HOW:

Networks will fill out an application, which serves as a self-assessment tool to determine whether the network is meeting (and exceeding) basic benchmarks that adhere to both the network model and completion of tasks and achievements that meet and exceed standards. It is recommended that networks begin the certification process early in the year and meet benchmarks by the application submission period (August to October), which provides a 7-

- month window to achieve benchmarks.

President Elect Report: Jen Valente

- Follow up Melissa Doubleday KW
- Marketing Plan 6-week timeline:
- How to add more members. – Market March Madness
- Raffel Baskets
- Google Drive and Information sharing
- Value=relationship/networking.

First Vice President Report: Danielle Pojar

- Board Meeting Calendar for 2022
 - Board Meeting Dates:
 - 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 _ Use a link on e-mails/Flyers?**
 - To Include the following:
 - Board Meeting Dates with Zoom link.
 - Local, State, national events and reminders, links etc.
- Event Flyers and Pre-Planned FB Post in Canva for 2022 – Marketing Schedule – Jennifer Lane – Marketing Committee:

Treasurers Report: Maggie Harma

- Account Balances as of 2.28.2022
 - Total:
 - Checking:
 - Savings:
- Confirmed Sponsorship Income for 2022: **\$8,250.00**
- Bronze: Horizon Bank, Deb Timmerman, Timberland Home Inspections, Guaranteed Rate, The Fountains, Arbor CU, Next Door Photos, Kellogg CCU, Sun Title
- Silver: Nations Title, Kalsee CU, Derek Lietzau - Farm Bureau
- Gold: Jamie Flees - Farm Bureau, Honor CU, Consumers CU
- Platinum: Prime Lending

We have exceeded our strategic partner income goal. Our goal was \$6,250 and we have earned so far \$8,250.

Strategic Partners Annual			
Bronze/Single Network SP \$250	\$ 1,250.00		\$ 2,250.00
Silver SP \$500	\$ 1,500.00		\$ 1,500.00
Gold SP \$1,000	\$ 2,000.00		\$ 3,000.00
Platinum SP \$1,500	\$ 1,500.00		\$ 1,500.00
Total Annual Sponsorships Income	\$ 6,250.00		\$ 8,250.00

- 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**) – Dawn – Mercedes Beefus (**CPA**)
- **Billhighway – Overview: Filed on Google Drive 2022 Treasurer:**
- Event Income goals:
 - March
 - April

Membership Report: Jennifer Lane:

- SWMAR Trip Update to Board:
- No Admin Tab:
- 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
 - Total Number of SP 2022
- 2022 Growth Goals – Discuss Leads and prospect structure:
 - Prospective Members
 - Prospective Strategic Partners

Program Director Report: Tammy Dykema:

- 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:

- 8.1_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:

Miscellaneous:

Next Meeting: TBC: Tuesday April 5th, 2022 @ 8 AM

Meeting Adjourned: