

## MINUTES

### A regular meeting of the Governing Board

Date: July 9, 2024

Place: Chicago Title, 490 S. Lake Havasu Ave., Lake Havasu City

Called to order by President, Lisa Cordeiro at 1:36 pm

#### 1. **Roll Call**

Present: Lisa Cordeiro, Melanie Block, Cindy Pearce, Shana Roach, Lora Pearce, Lenea Shaver, Trisha Kem-Bruesch.

#### 2. **Governing Board Actions**

President Lisa Cordeiro appointed Shannon Hofstetter as the Communications Director, filling the vacancy left by former chair Becky Goldberg.

Strategic Partner Chair Trisha motioned to refund Robin at Foothills Bank the \$25.00 she overpaid. The motion passed unanimously, and Shana Roach will issue the check.

#### 3. **Officer's Reports**

##### President, Lisa Cordeiro

Reminder: Elections will be held at our August Meeting on August 8, 2024. Open positions are President-Elect, First Vice President, Treasurer, Event Director, and Membership Director. To apply, submit a signed "Consent to Serve" form promptly. Committee/chairperson roles to be appointed by the incoming President include Hospitality Manager, Strategic Partner, and Communications Director.

In today's Zoom meeting, the State President and President-Elect suggested starting 2025 budget discussions with strategic partners. Promote the New Member Nudge initiative: new members receive a 50% discount until the end of 2024.

Governance: Lisa reminded us to adhere to State and National guidelines and distributed another copy of the Network's Standing Rules.

##### President Elect, Melanie Block

She has signed up for Network 360 and is ready to participate in August. Melanie has coordinated with other officers, including working with Lora on the strategic partner list and recognizing them on social media. Please remember not to tag yourself or your business on the Network's social media page, as it is intended to promote WCR.

Melanie has been diligently creating flyers and announcements in Canva for social media, dedicating personal time to focus on the WCR Facebook page. Lisa noted that this is largely new territory and asked for patience regarding any mistakes or delays. Currently, the board members with access to the Canva account are Lisa Cordeiro, Shannon Hofstetter, Melanie Block, and Cindy Pearce. Melanie is developing templates for easier future updates and collaborating with Shannon on this project.

Melanie also confirmed that we still have and will continue to use Cheddar-Up.

##### First Vice President, Cindy Pearce

Reminder: Any board member wishing to serve on the 2025 board, please submit your Consent to Serve form to Lisa Cordeiro or Melanie Block immediately.

**Officer's Reports, continued**

**Membership Director, Lora Pearce**

She has organized the members and strategic partners list. Three members were missing from the roster and need to log in to WCR.org to update their information. She attended the Membership Director Zoom call and found it productive. They recommended starting membership renewals now and suggested creative ideas for networking meetings, such as charcuterie boards and "get to know your schools" events.

Lora requests that all membership inquiries be directed to her. Realtor members should contact Lora, while strategic partners should reach out to Trisha Kem-Bruesch, the Strategic Partner chairperson.

Lora has prepared new member packets, including a Q&A form and the History of the Women's Council of Realtors to introduce new members to WCR.

A few members have lapsed. One member mistakenly thought her membership was auto-renewed and will update her status online.

**Communication Director, Shannon Hofstetter**

Nothing to report. Thank you for having me!

**Hospitality Manager, Lenea Shaver**

Asked if we are using PayPal and Cheddar-up. We are using Cheddar-Up. Shana will send the Cheddar-Up QR code and link to Lenea, and will also send out on Social Media.

**Communication Director**

Not present.

**Strategic Partners, Trisha Kem-Bruesch**

Trisha feels that prior to her coming into this position, the Network has not properly applauded our strategic partners.

4. **Approval of Previous Meeting's Minutes** – Cindy Pearce, First Vice President

Discussion and approval of the governing board minutes of June 6, 2024. Minutes were approved and will be filed.

5. **Financial Report**

**Treasurer, Shana Roach**

Lora and Lenea were reimbursed \$150 each for their trip to the Spring Conference.

Shana suggested having a Treasurer Zoom call to learn how other state Treasurers handle processes. She is struggling with knowing who has or hasn't paid and understanding standard procedures without guidance. The Membership Director suggested having members pay online first, as national strategic partners cannot be activated without payment. Shana was advised to reach out to the previous Treasurer, Kate Olsen, for assistance.

Shana reported only \$240 in for the purse drawing and suggested promoting it at the MLS meetings on Wednesdays to sell more tickets. Everyone agreed, and Melanie Block will print and distribute more flyers for the giveaway.

**6. New Business**

The menu for July 10, provided by Shugrue's restaurant, will include a variety of salads, fruit, and dessert. It was emphasized that we always need a salad option due to various food allergies among our members. Although Shugrue's prefers not to offer this, we agreed it is necessary to ensure all members and partners feel comfortable attending.

**7. Old Business**

With the vacancy left by John Watson, the board members will take turns handling the Queen of Hearts each meeting. Lisa Cordeiro will provide a new deck of cards. There is currently \$80 in the give-away fund for Queen of Hearts.

Shana Roach is supplying the gifts for the guest and member bringing the guest at the July 10 Empower Hour.

Melanie has leftover decorations from the Show of Fashion and will be sure to bring them to Shana for storage.

Meeting adjourned at 2:33 pm

The next board meeting will be Thursday, August 1 at 2:00 pm.

Respectfully submitted,

Cindy Pearce  
First Vice President