



Lake Pointe Network  
Simple Home Lending, 17901 Hall Rd, Macomb Twp  
August 20th, 2024  
9:00am-11:00am

**Mission Statement:** We are a network of successful Realtors®, advancing women as business leaders in the industry and in the communities we serve.

Chairs: Alicia Beasley, 2024 President, Jamie Begin, 2024 President-Elect

1. Call to Order - 9:12am
2. Approval of Minutes from July 2024 - motion: Jamie and second: Ashly. All approved
3. Reports of Governing Board
  - a. President's Report, Alicia Beasley
    - i. Recap of the year
    - ii. PMN (Collaboration) - Bethany Brokaw to teach November 21st 9a-4pm
      1. Location TBD (community centers, libraries, churches, etc...)
  - b. President Elect's Report, Jamie Begin
    - i. Strategic Partner Sponsorship Conversation
      1. Need to set up a meeting with new board to talk about 2025 program
    - ii. Social Media guideline to be implemented ASAP
    - iii. Notes & takeaways from network 360
      1. MarkiLemmons.com as a resource
      2. New websites in 2025
      3. Dues and renewals going back to prorations plus have to pay next year
      4. Stop doing free memberships but give a scholarship for \$x amount to help with the future member by in
        - a. Work with GPBR to help and get more involved
      5. Network 360 leaders FB page
      6. Google Chat as a communication tool with the board
      7. 6 events per year = 2 networking events & 1 colab
    - iv. Involvement in our local associations
      1. Look at their calendar and start attending their events and board meetings
    - v. Setting a date for Bylaws & standing Rules revisions session by 2024 board
      1. Need to get a committee going
  - c. First Vice President's Report, Ashly Allen
    - i. Network Certificate - Due Oct 1st - Alicia to forward the email to submit the Google Form
    - ii. Macomb Real Producers Partnership
      1. next ad due October 20th for Christmas – mag print issue November.
  - d. Treasurer's Report, CC Mac
    - i. July Financial Reporting
      1. CC to investigate the events account in BillHighway since we cannot reconcile
      2. Motion to table approval of the budget until the next board meeting, so questions can be clarified by Jamie and Chantel second. All approved.
    - ii. State Meeting - 9/23 - 9/24
      1. Going: Ashly, Jamie, Alicia, Chantel, CC, Sam
      2. Maybe: Lindsey
      3. Ticket and Hotel Reserved - yes and 3 hotel rooms booked
    - iii. National Conference (Westin Copley Place, Boston) - 11/6-11/10
      1. Going: Ashly, Alicia, C.C., Chantel
        - a. Chantel to possibly leave the 9th
      2. Maybe: Jamie, Sam, Lindsey
      3. Ticket and Hotel Reserved - yes for tickets. Hotel checkin to change to 6th and leave the 10th
4. Reports of Directors

- a. Membership Director, Chantel Hines
    - i. Orientation Bags - discuss for 2025 budget
    - ii. Membership Table at SALEbrity Event
      - 1. Sponsorship from partners to encourage joining
  - b. Events Director, ~~Jamie Begin~~ TBD
    - i. SALEbrity Panel on 9/11 - Freedom Hill Banquet Center
      - 1. Moderator: Andrea Isom
      - 2. Confirmed Speakers: Chantel Hines, Mike Moross, Joey Zago, Robert Courtney (the branding guy)
      - 3. Sponsorship: \$400 for current partners and \$500 for non partners
        - a. Confirmed: Alliance Title, Simple Home Lending and Linnell & Associates
      - 4. Military Presence / Color Guard?
        - a. Jamie working on this with Franny
        - b. Or do a moment of silence if the above doesn't work out
          - i. Moment of silence as the towers fell
      - 5. Panel Question Review
        - a. Meet to hash out with agenda Friday 8/23 at 10am at Simple Home Lending office
      - 6. Photographer Update?
      - 7. Need a basket for a raffle giveaway/door prize
      - 8. CC working on event insurance
      - 9. Panelist allowed themselves plus 2 guest tickets at no charge use code "Panelists24", any additional guest at member pricing, ability to put up a sign and provide company swag or information to put on guest tables"
        - a. Motion by Jamie and CC second. All approve
    - ii. October Member Orientation / Mixer - Location TBD - Chantel to assist with Jamie in planning
      - 1. Business Resource Meeting - something of value like a mastermind, topic, board update
        - a. EXPRESSO Yourself
    - iii. November Past President Luncheon - Andiamo's, Warren
      - 1. Deposit made
      - 2. Sam and Lindsey to create invite - mail by September 15th
    - iv. December Christmas Tree Auction - The Mirage, Clinton Twp
      - 1. Menu selected and deposit made
      - 2. Budget
        - a. Ticket Prices - members vs. non
          - i. Past prices:
            - 1. 2023 \$90 early bird \$100 reg
            - 2. 2022 \$60 flat - passed fees onto users
            - 3. 2021 \$55 and absorbed fees
          - ii. Proposal 2024: \$75/pp non members and member discount of \$15 with promo code and absorb the fees. \$85 three weeks prior to the event with codes removed. Motion by Jamie and second by Chantel. All approved
      - 3. Chair? Co-chair?
  - c. Social Media Directors, Samantha Gordon & Lindsey Smith
    - i. Social Media and Email Marketing Update
    - ii. Sponsor Execution - Social and Email Welcome Announcement
5. Reports of Project Teams (if applicable)
6. New Business
  - a. Volunteer for an organizational poker license to raise money for network - One Eyed Jacks - Alicia any update?
7. Adjournment - 11:35am

Next Governing Meeting: Friday, September 20th @ 10:30am

## Thank you to our 2024 Strategic Partners

### Diamond:

- Linnell & Associates - Rick Linnell
- Farm Bureau Insurance - Aaron Bisson
- Home Inspection Professionals - Kevin Stripling
- GPBR
- Mortgage 1 - Keystone Branch

### Gold:

### Silver:

- Simple Home Lending - CC Maciejewski
- MSGCU - Carrie Abbate
- Grosse Pointe Moving and Storage - Heidi Mercer

### Brokerage:

- eXP Realty - Francine Kanalos

### Affiliate Partner:

- Caliber Home Loans - Heba Hakim
- Rocket Mortgage - Carolyn Peters
- First Mortgage Team - Melissa Sebastian
- Cinch Home Warranty - Magdalenena Schmidt
- America's Preferred Home Warranty - Matt Rovas
- Chirco Title Agency - Peter Chirco
- Weatherstone Inspection - Jamie Bailey
- Titlecity - Dawn Burdick
- Rush Dumpsters - Leroy
- First State Bank - Frank Foss
- Citizens Bank - Andre D'Angelo
- Alliance Title - Andre D'Angelo
- Stockton Mortgage- Diana Evennou

### Meeting Rules:

1. Cell phones on silence.
2. Respect one another's time: Be on time and stay for the entire meeting.
3. Avoid side conversations.
4. State your position first, then explain your point; speak to the point.
5. Evaluate ideas, not people; work towards a consensus.
6. Help create a non-judgemental environment where ideas have value and creativity is encouraged.