



## **Governing Board Meeting | 2025**

*December 12, 2024 | 12:00 pm | Coldwell Banker Realty | In Person*

### **Attendees**

ErinAnn Beebe | Tracy Peoples | Traci Clow | Pam Robichaud | Linda Milikin | Deardiss Richey

#### **I. President | ErinAnn Beebe | Call to Order**

##### **A. Meeting was called to order at 12:17 pm**

#### **II. Governing Board Reports**

##### **A. First Vice-President | Traci Clow**

1. Review and approval of minutes from 11/19/2024
  - a) Motion to Approve | ErinAnn Beebe
  - b) Seconded | Pam Robichaud
  - c) All in favor | None opposed
2. Attendance & Network Calendar
  - a) Traci reviewed the Policies regarding attendance
  - b) Calendar invites will be sent monthly
    - (1) Click on the "Yes" or "No" in the invite email to RSVP.
    - (2) Minutes and Agenda will also be attached to the invite for convenience
3. Google Suite Management
  - a) All Board Members have access to the full G-Suite of programs available if logged in as the Board ([sussexwcrnetwork@gmail.com](mailto:sussexwcrnetwork@gmail.com)).
  - b) G-Drive is now organized by year and all Board Members were given Editing access.
4. Micro-Site Updates

- a) As of 12/12/2024, the incoming Board does not have access to the Micro-Site
- b) Emails with National stated access may not be available until the following week.
  - (1) Linda Milikin, Deardiss Richey, Tracy Peoples and Traci Clow should all have access.
  - (2) Traci Clow to continue communications with National to get access and keep the Board updated.

#### 5. Social Media Marketing

- a) Facebook is updated
  - (1) A Social Media Calendar was presented and approved.
  - (2) Reminder that if you have admin access to Network social media, be careful when posting that you are using the correct profile.
  - (3) The Network needs Members and Strategic Partners to post as well. Deardiss Richey and Tracy Peoples to reach out.
- b) Instagram
  - (1) Currently, our Network does not have an Instagram account.
  - (2) Board decided to start an account and include it in the social media calendar
- c) Tik-tok?
  - (1) Board chose not to utilize Tik-tok at this time.
  - (2) Board suggested the Network have a Linked-In account.
    - (a) Traci Clow to get that completed.
- d) Please get photos to Traci for Strategic Partners gifts last month
  - (1) Tracy Peoples or Pam Robichaud will forward photos for social media posts.

#### 6. Handbook Updates

- a) Strategic Handbook updated and sent to Tracy Peoples to review and get any changes to Traci Clow

- b) Membership Handbook updated and sent to Deardiss Richey to review and get any changes to Traci Clow

#### 7. Board Member Needs

- a) Traci Clow opened the table for any Board Member to communicate any documentation or any other needs that need to be addressed.
  - (1) ErinAnn Beebe requests business cards for Board Members and Members that include the QR Code for both types of applications.
  - (2) This would be a quick and easy way to spread referrals to the Network with an easy way for people to apply.

### **B. President | ErinAnn Beebe**

#### 1. Midyear Meeting

- a) June 3-5, 2025 | Washington, D.C.
  - (1) Since things are scheduled outside of the advertised dates, our travel should be the day before and the day after to be able to include those events.
- b) Registration opens March 5, 2025
  - (1) Will need to book the hotel within 24-48 hours after the information is released.
- c) Attendance Survey - Who wants to attend?
  - (1) Last year Pam, Erin, Linda and Robin Attended.
  - (2) Erin took a head count of who was interested in attending this year and a majority answered yes, with one maybe from Deardiss Richey

#### 2. CRM/Membership Database

- a) Constant Contact
  - (1) Provides the ability to text/sms
  - (2) Possible National Sponsor - Erin to reach out to see if we could get a discount/free account
  - (3) Price range is between \$12-\$80 per month.

#### 3. Radius Agent

- a) All board members must login to Radius Agent and setup their profile if not already complete
- b) Update profiles and make sure your contact info is correct if you already have an account.

**C. President-Elect | Tracy Peoples**

- 1. Updated 2025 Strategic Partner Handbook
  - a) Not reviewed yet, but will review and get any suggested changes to Traci Clow
- 2. Review of Strategic Partner Recruiting for 2025
  - a) Status Report on participation in Spotlight Event
    - (1) No report yet due to lack of access to information.
  - b) Status report on Strategic Partners, new and renewing partners
    - (1) No report yet due to lack of access to information.
  - c) Discuss what other categories we should have for Strategic Partners.
    - (1) Possible package suggested where SPs select the events they want to sponsor at the beginning of the year, so they would pay for their Partnership and the sponsored events all at once.
    - (2) Included on the SP application form.
    - (3) Need to have events scheduled for the year no later than Jan 1 in order to offer this option.
  - d) Survey to members about what SPs they would like to have sponsor WCR, any benefits or perks from SPs they would find valuable
    - (1) Tracy Peoples to provide a list of questions to Traci Clow
  - e) Happy Hour by Creative Concepts
    - (1) Tracy Peoples and ErinAnn Beebe meeting with Creative Concepts in January to discuss a Happy Hour event.

**D. Treasurer | Pamela Robichaud**

- 1. Financial Report
  - a) Operating Account | \$4,718.69

- b) Savings Account | \$25,202.57
  - c) Fulton Bank | \$8,336.00
  - d) Petty Cash | \$380.00
  - e) Network Credit Cards | \$1,000 each
2. Financial report on last event
- a) Installation Dinner
    - (1) Victoria's final bill = \$5,079.96
    - (2) Ticket Sales = \$3,285.00
    - (3) Loss on the Event of \$1,074
    - (4) Photographer has not been paid yet.
3. Projected costs on future events
- a) Need to increase the ticket price for the Installation Dinner for 2026 and rethink what is being offered.
4. Discuss cost per person for luncheons
- a) This is a per event cost with multiple factors to take into account such as the number of attendees, where it's being held, are there any sponsors.
  - b) Need to focus on fully sponsored functions this year.
5. Review and approval of 2025 Budget
- a) ErinAnn Beebe and Pam Robichaud reviewed the 2025 Budget and it was approved.
  - b) \$10,000 more in the budget this year.

**E. Events Director | Linda Millikin**

1. Review of 2025 Events Calendar
- a) January 14th | CE Lunch & Learn | SCAOR
  - b) February 13th | Strategic Partner SpotLight & Mixer | Atlantic Sands
  - c) March 20th | Lunch & Learn | Victoria's Restaurant
  - d) April 10th | Lunch & Learn | Victoria's Restaurant
  - e) May 16th | BBQ Event with Live Band | Pam Robichaud's Farm

- f) June 19th | Cruise Into Summer with WCR
  - g) July | Nothing Scheduled
  - h) August | Nothing Scheduled
  - i) September 18th | Talent Show Fundraiser
  - j) October | Membership Drive Event
  - k) November | Installation Dinner
  - l) December | Nothing Scheduled
2. Move from EventBrite to Zeffy
- a) Free for Non-Profits vs paying fees to EventBrite
  - b) More user friendly
  - c) Goal of using Zeffy by February event
3. Report on last event - Installation
- a) Due to Event Calender discussion, this topic was tabled for now
4. Future Events Discussion
- a) Report on survey of event topics
    - (1) Talent Show seems to be the fundraising winner.
      - (a) Make money on tickets, sponsorships, and voting
      - (b) To be held at Rusty Rudder
      - (c) Motion to make Talent Show our big Fundraising event for this year made by ErinAnn Beebe
      - (d) Seconded by Tracy Peoples
      - (e) All in favor. None opposed. Motion carried.
    - (2) Speaker Events
      - (a) Some possible speakers include:
        - (i) Danielle Van Arsdale - Social Media & Marketing
        - (ii) Zachary Faust - Marketing
        - (iii) Alyssia Essig - AI, Marketing, Sales, Referrals

(3) Other Events that were popular

(a) Sip & Shop

- (i) Cosmetics, Jewelry, make up demo

(b) Bay Cruise

- (i) Pam Robichaud has already been in contact with the Tour Company
- (ii) This year, include the cost of the tips in the ticket price.
- (iii) See if a Liquor Store will sponsor the cost of the alcohol
- (iv) Suggested Date of Event: June 19th.

b) Status Report on Upcoming Event- CE Class with Frank Serio

- (1) As of this meeting, there are 19 tickets sold.

c) Status Report on Upcoming Event- February 13th - Strategic Partner Spotlight (with Tracy Peoples)

- (1) Nothing to report at this time.

**F. Membership Director | Dee Richey**

1. Non-Renewals need to be contacted - Dee Richey and Tracy Peoples to lead reach out
2. Networks needs at minimum 30 Active Realtor Members to keep certification
3. 18 new applications were submitted to National as a result of the Installation Dinner.
4. Membership Handbook to be updated for 2025

**III. Open Discussion | Ideas/Suggestions**

A. Ambassador Training Luncheon

1. January 13th at Big Fish
2. Board Meeting afterwards
3. Traci Clow to send invites

**IV. Next Meeting**

**A. Meeting Location**

1. Coldwell Banker Premier - Rehoboth

**B. Meeting Times for 1st Quarter 2025**

1. Monday, January 13, 2025 | 1:00 pm - 3:00 pm
2. Monday, February 10, 2025 | 1:00 pm - 3:00 pm
3. Monday, March 17, 2025 | 1:00 pm - 3:00 pm

**V. Adjournment**

- A. Meeting was adjourned at 2:26 pm.