

WCR Board of Directors

Date 12-2-2021 | time 12:00 pm Location Prestonwood Country Club

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| Meeting called by | Fara Pourshariati |
| Type of meeting | BOD |
| First Vice President | Dana Reine |

Agenda Items

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|--------------------------|---|-------------------|
| <input type="checkbox"/> | Welcome | Fara Pourshariati |
| <input type="checkbox"/> | <p>Strategic Partner Director Positions</p> <ul style="list-style-type: none"> ○ Events ○ Finance ○ Rolls and Responsibilities <p>WCR Name Change</p> <p>December 9th Board Installation</p> <ul style="list-style-type: none"> ○ Marketing ○ Link to Tickets ○ Invitations to past board members ○ PINS ○ Organization of our group to make the most of this opportunity! <p>Events</p> <ul style="list-style-type: none"> ○ Review Calendar of Events ○ Determine Budget for each event <ul style="list-style-type: none"> ■ Speaker ■ Entertainment ■ Food ■ Beverage ○ Cross Committee Marketing and Collaboration (YPN, etc) <p>Sponsorships</p> <ul style="list-style-type: none"> ○ Each Level of Sponsorship needs to be defined <ul style="list-style-type: none"> ■ Contribution Pledge ■ Marketing Commitment for WCR ■ Attendance opportunity for Partner <p>Levels of Sponsorship for Discussion</p> <ul style="list-style-type: none"> ○ PMM Certification for board ○ PMM Certification for Members – Discount 15% ○ Annual Sponsorship ○ Meeting Sponsorship ○ Event Sponsorship ○ Leadership Development Sponsorship <ul style="list-style-type: none"> ■ National | |

| | | |
|--------------------------|---|--|
| | <ul style="list-style-type: none"> ■ Mid Year <ul style="list-style-type: none"> ○ Board Meeting/New Member Orientation Sponsorship <p>Create a master list of Sponsorship Targets in Google Drive</p> <ul style="list-style-type: none"> ○ Board Member Commitment to recruiting and strategic partner outreach ○ Finalize Marketing Paper and Communication for Sponsorship <p>January Open House</p> <ul style="list-style-type: none"> ○ Details ○ Link ○ Pins for members ○ Cocktail hour ○ Food | |
| <input type="checkbox"/> | Adjourn | |

Opening

The regular in-person meeting of the Board of the Women’s Council of Realtors was called to order at 12:00 noon on December 2,, 2021 at Prestonwood Country Club..

Present

| | |
|---|--------------|
| Fara Pourshariati 2022 President | Jean Hedges |
| Tallie Griffith 2022 President Elect | Jimmy Hedges |
| Mahala Landin Treasurer | |
| Dana Reine First Vice President | |
| Mauranda Dalziel Membership Director | |
| | |

Minutes from Last Meeting

N/A

Financial Budget

Budget is negative, no money from last year from strategic partners

Housekeeping Items

N/A

Strategic Partner Director Positions

Voted for the Events Director and Director of Strategic Partners

Talvia Peterson - Event Director

Jimmy Hedges - Director of Strategic Partners

Vote Results - All appointments were voted yes. None opposed.

WCR Name Change

Fara stated Caroline at National is working on the name change, possible change is “ The Greater Triangle” Mahala is working with Laura Martin on the name change. Fara stated the name does not have to match the TMLS name.

December 9th Board Installation

Fara stated it will be about 5 minutes starting at 4pm at RRAR. Diana Brown will do the installation. Mauranda will work on QR code so WCR members can renew their membership. Fara will email all past presidents and invite them to the installation. Fara would like pins for all members of WCR. Pins will cost approximately \$10 and we need money before purchasing pins. Tallie stated no pins in our current inventory (in the storage unit).

Events

Discussion of events was tabled. Tallie will merge the calendar created by Fara and events calendar created by Marcia and Talvia. Further discussion will take place at the next meeting. Tallie will also create the calendar chart used in previous years

Sponsorship Levels for Strategic Partners

Different levels of sponsorship were discussed at length. The following levels were agreed upon.

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|--------------------|---------|-------------------------------------|
| Annual Sponsorship | \$3,500 | (6 available, limit 2 per industry) |
|--------------------|---------|-------------------------------------|
- Two certificates for complimentary Non-REALTOR® Network meeting attendance
 - Four certificates for complimentary REALTOR® Network meeting attendance
 - Two 2-minute presentations at two Network meetings
 - Opportunity to do door raffle/giveaway at meetings when giving their 2-minutes presentation
 - Recognition on meeting promotional materials
 - Display table at Network meetings
 - Banner display at Network meetings
 - Recognition on Network website and social media outlets
 - Live link to sponsor’s website on Network website
 - PowerPoint recognition at Network meetings (if available)
 - Non-affiliate annual membership included

General Meeting Sponsorship \$500

- Sponsorship for one General Membership meeting
- May bring a total of 3 people to the sponsored meeting
- A 2-minute presentation at sponsored Network meeting
- Opportunity to do door raffle/giveaway at sponsored Network meeting
- Recognition on promotional materials for sponsored Network meeting
- PowerPoint recognition at Network meetings (if available)
- Must be Non-affiliate member, annual non-affiliate membership \$175

Event Sponsorship TBD

- Sponsorship for one event
- Opportunity to do door raffle/giveaway at sponsored Event
- Recognition on promotional materials for sponsored Event
- Must be Non-affiliate member, annual non-affiliate membership \$175

Social Sponsorship \$250

- Sponsorship for one Social event
- Opportunity to do door raffle/giveaway at sponsored Social Event
- Recognition on promotional materials for sponsored Social Event
- Must be Non-affiliate member, annual non-affiliate membership \$175

Board Meeting Sponsorship \$250

- Sponsorship for one Board meeting
- Opportunity to do door raffle/giveaway at sponsored Board meeting
- Opportunity to network with New Members at orientation
- Must be Non-affiliate member, annual non-affiliate membership \$175

Jimmy will create ANNUAL Sponsor information sheet to be shared as soon as possible. Distribute this information sheet to potential sponsors as soon as possible. Once a potential sponsor is identified and they have completed the application, forward information to Mahala for follow up and completion.

January Open House

Date for the January Open House is set - January 12, 2022 from 5pm-7pm. This may be done in conjunction with the RRAR committees.

Adjournment

Meeting adjourned at 2:20 pm.