

NCW ASSOCIATION OF REALTORS® BOARD OF DIRECTORS MINUTES
JUNE 1ST, 2017

Board Members Present: Erin Davidson, Jamie Wallace, Brad Allen, Pamela Cooke, Carole Keane, Becky Long, Pam Wright, Bryan Campbell, Shaunna Larson, Rocky DeVon, Kathy Jo Porter, Kristi McPherson, Jim Blair

Excused Board Members: Adam Williams
Craig Larsen

Guests: Patrick Davidson, Greg Wright, Stephenie Jones,

Staff: Christi Maroney, Becca Chambers

1. CALL TO ORDER & CONFIRMATION OF QUORUM – 9:00AM

2. CONSENT AGENDA

2.1. May 2017 Minutes

2.2. **Membership Count as of May 30th:** 380 REALTORS® (379 Primary, 1 Secondary), 1 Non Member, 61 Affiliates (59 Primary, 2 Secondary)

New Members: Chelsea Fenner – Coldwell Banker LaVigne, Steven Ortolfo – Coldwell Banker Lake Chelan Properties, Juan Carlos Diaz – Laura Mounter Real Estate, Victoria Smith – Windermere, Colleen Fischesser – RE/MAX Advantage Lake Chelan

Inactive Members: Bonnie Laws – Coldwell Banker Lake Chelan Properties, Rose Lange – RE/MAX Landmark, Cainen Buchanan – Nick McLean Real Estate

MOTION: (Carole) Adopt Consent Agenda. M/S/A, U.

3. Guest Presentation: Craig Larsen – Pangborn Memorial Airport's efforts on a flight to San Francisco.

The airport is looking to establish daily service to San Francisco, Pangborn is gathering sponsorships for the project to apply for a grant to cover any shortfalls in the early stages. San Francisco is the #3 market for local flights, Los Angeles is #2 but there is no tech connection with Los Angeles. Las Vegas is the #1 market but Las Vegas is not an airport hub with numerous connections. Letter of support and announcement to Association members was requested.

MOTION: (Jamie) Issue a letter of support and provide information to the membership. M/S/A, 8Y, 2N.

4. MEMBERSHIP REPORT: Shaunna Larson

4.1. Redimedi Integrative Clinic

Presentation of more documentation and information about the Redimedi program. The information will be further reviewed, no action taken at this time.

4.2. Course Options with Cordell Neher

Continued information about the quarterly course options with Cordell Neher. Proposed times for quarterly sessions are at 9am on Thursdays which don't conflict with NCWAR meeting dates, 1pm or 2pm on Board meeting dates.

5. TREASURER’S REPORT: Carole Keane

5.1. June & YTD 2017 Financial Reports

No financial reports available for the month, the Quickbooks file is still with the Bookkeeper at this time.

6. REPORTS

6.1. President’s Report: Erin Davidson

6.2. Guest Presentation: 501 Consultants & Structure Integrated Branding

Presented information about possible Phase 1-3 branding plan, information included in Board packet.

6.3. Gallup: Pam Wright – Membership Survey

Gallup is very reputable for effective polling and surveys for organizations. A one-year subscription will allow for measuring separate groups of members if desired, possibly engaged members and their beneficial traits. The one-year subscription is \$9,000 with unlimited surveys. A Q12 (12 question) survey is also available for purchase but may be too simple to achieve the results we are looking for. Pam will send flyer for Board review.

6.4. AE Report: Christi Maroney

6.4.1. Becca Chambers

Introduction of Becca Chambers, the new Member Services Coordinator.

6.4.2. **Action Items**

6.4.2.1. Website Proposals

Four website proposals presented for review. The proposals will be considered after the rebranding organization is selected. Michelle Ballou advises major companies on marketability and effectiveness of websites, she is willing to perform this service for the Association in exchange for an Affiliate membership.

MOTION: (Jamie) Offer one-year Affiliate membership in exchange for website review. M/S/A, U.

6.4.2.2. AE Training June 8th & 9th

The annual Washington REALTORS® Association Executives’ training is free of charge, staff has made arrangements for Becca Chambers to attend along with Christi Maroney. No action necessary.

6.5. Lake Chelan Council: Kathy Jo Porter

6.5.1. Lake Chelan Council Luncheon: June 22nd

Craig Gildroy will be presenting on the Comprehensive Plan and vacation rental permits increasing from \$100 to \$500. The luncheon will be held at Riverwalk park, tickets are \$15.

6.6. Okanogan County Report: Rocky DeVon

Request for reconsideration of dues reimbursement decision.

MOTION: (Brad) Executive Committee reconsider dues reimbursement decision. M/S/A, U.

MOTION: (Brad) Rocky DeVon to cover licensed assistant's membership dues, if reimbursement is approved after reconsideration Rocky will be reimbursed accordingly.

MOTION: (Becky) Extend the meeting to 10:45am. M/S/A, U.

6.7. Communications Report: Adam Williams

Excused Absence.

6.8. MLS Committee Report: Pam Wright

6.8.1. **Action Items**

6.8.1.1. MLS Violation

Selling agent failed to follow showing instructions. The description of the event is included for review.

MOTION: (Camiekae) Issue a fine in the amount of \$250. M/S/A, 9Y, 1N.

Staff requested to send MLS Rule Acknowledgement form to broker and designated broker when an MLS member is found in violation of the rules.

MOTION: (Becky) Increase fine to \$500 and send letter of reprimand to designated broker. M/S/A, U.

MOTION: (Pam) Extend the meeting to 11am. M/S/A, U.

6.8.1.2. Pending Listings in RETS Feeds

A member office is requesting Pending listing be included in RETS property search feeds. Inclusion of Pending listings in RETS feeds is up to local Boards according to NAR policies.

MOTION: (Adam) Include Pending listings in RETS feeds and send notice to brokers to inform them of the change. M/S/A, U.

6.8.1.3. Sentrilock Contract

Discussion of Sentrilock and Flex contracts and possible solutions discussed at length.

A Special Board meeting to review situation and future plans will be held June 12th from 9am to 11am.

MOTION: (Sharon) Send a survey to all MLS members to gather more information. M/S/A, U.

MOTION: (Jamie) Extend the meeting to 11am. M/S/A, U.

MOTION: (Jamie) Adopt the MLS Report with violation amendment. M/S/A, 8Y, 1Ab.

6.8.2. Other Business

6.8.2.1. Staff requested to send MLS Rule Acknowledgement form to broker and designated broker when an MLS member is found in violation of the MLS Rules.

6.8.2.2. Windermere is launching a new agent tool which uses MLS information to create reports. In order for the reports to be accurate, the tool needs access to all listing statuses in the MLS including Expired, Withdrawn and Cancelled listings.

Tabled until June 29th MLS Committee meeting.

6.9. Events Report: Darlene Baker

6.10. GA Report: Bryan Campbell

The Wenatchee City Council is considering the implementation of establishing voting districts in the city for voting purposes. Elections are approaching this year, candidate interviews will be considered by the Government Affairs Committee.

6.10.1. Report from Government Affairs Project Manager - Dan Beardslee

Presentation of current projects.

6.11. Affiliate Update: Jim Blair and Kristi McPherson

Affiliates reported lack of communication with various emails from the Association, establishing a primary email to share with each office will be pursued to ensure better and thorough communication for Affiliate members.

7. OTHER BUSINESS

8. ADJOURN

MOTION: (Darlene) Adjourn the meeting at 11:15am. M/S/A, U.

Next Meeting: July 6th, 2017 at 9am

EXECUTIVE SESSION

1. Past Due Accounts
2. Missing Applications