

SouthEast Valley Regional Association of REALTORS®
Board of Directors Meeting Minutes

May 22, 2014

1:00pm – 4:00pm

Board of Directors Room

1363 S. Vineyard Mesa, Arizona 85210

I. CALL TO ORDER

The meeting was called to order by President, Pam Frestedt at 1:00pm.

Pledge of Allegiance

A) Roll Call:

Present: President, Pam Frestedt; President Elect, Heidi Quigley Larke; Vice President, Keri Hoge Means; Past President, Doug Adcox, Jim Amdahl, Shane Cook, Marci Slater, Craig Peck, Judy Warga, Mara Benson, Liz Harris, Laurie McDonnell, George Bliss, Jeff Murray, Rick Moody

Absent:

Guests: Steve Tait, Walker and Armstrong; Randy Weber, Michelle Chang, Dawn Johnson

Staff: CEO, Janet Kane; Bobbie Danielson, Director of Finance; Admin., Barney Thornton

B) Conflict of Interest Policy and Confidentiality Statement

A quorum was present.

II. MEMBERSHIP FORUM

III. APPROVAL OF AGENDA – The agenda was approved as amended.

IV. CONSENT AGENDA - Motion and second – Motion carried.

A) Approval of Board Minutes dated March 27, 2014

B) Approval of May 1, 2014 Board Minutes

C) Approval of March and April, 2014 new SEVRAR members: Individual Affiliate Members - 19, Institute Affiliate – 3, Member Affiliate Member – 2, Designated Appraisers - 1, Broker Primary - 1, Secondary Brokers – 6, MLS Only-0, Non Members – 0, REALTORS® - 202

D) Approval of April and May, 2014 New Committee Members

V. ACTION ITEMS

A) 2013 Financial Audit – Steve Tait gave a presentation on the 2013 SEVRAR Audit

B) **Motion:** To approve the March Financials as presented for audit. **Motion carried.**

C) **Motion:** To approve the April Financials as presented for audit. **Motion carried.**

D) **Motion:** To approve as the CDARS mature to wire transfer from Biltmore Bank to Meridian Bank of Texas SEVRAR money market account at which point it will be reinvested in CDARS. **Motion carried.**

E) **Motion and second:** To approve the Decision Matrix as presented. **Motion carried.** See attached.

F) **Motion:** To amend the SEVRAR 2015 Draft Strategic Plan, Area 1: Governance/Operations as follows: Adding 1E. Achieve compliance with the NAR mandatory Core Services as outlined in the online certification process. **Motion carried.**

G) **Motion and second:** To approve the 2015 Strategic Plan as amended. **Motion carried.** See attached.

H) **Motion and second:** To approve the Smith Barney Morgan Stanley investment be used for SEVRAR “Operating Reserve” and not utilized for the purchase of a new building. **Motion carried.**

I) **Motion and second:** To recommend that SEVRAR suspend the investment policy regarding 50% allocation to the equity parameter, and discontinue the monthly \$50k investment into Smith Barney Morgan Stanley. **Motion carried.**

J) **Motion:** To approve existing SEVRAR Gmail tour accounts for moderators/coordinators forward to personal business accounts to comply with CFPB (Consumer Financial Protection Bureau). **Motion carried.**

K) **Motion:** To approve the revised SEVRAR Marketing Tour Guidelines as presented. **Motion carried.** See attached.

L) **Motion:** To appoint Cathy Joyce as ARMLS Director for the remaining 2014 Term. **Motion carried.**

M) **Motion:** To approve the following changes to SEVRAR Bylaws, Article XI – Officers, Directors and State Directors as follows and subject to notification to members: **Motion carried.** See attached.

VI. UPDATES

- A) CEO Report – Janet Kane gave a CEO Report
- B) ARMLS Report – Liz Harris gave an ARMLS Update
- C) Committee Liaison Reports were made available
- D) Quarterly Reports were made available
- E) 2014 AAR Spring Conference Reports were made available
- F) Region XI Conference Reports were made available
- G) 2014 REALTOR® Party and Convention Reports were made available
- H) An update from United Blood Services was made available

VII. ANNOUNCEMENTS

- A) Meeting with Gilbert Town Council – May 28, 2014 – 7:45am-9:15am – Gilbert Town Hall
- B) Next Board meeting July 24, 2014
- C) CCIM – June 5th – SEVRAR – 8:00am-5:00pm
- D) SRS – June 9th & 10th – SEVRAR – 8:30am-5:00pm
- E) Real Estate Marketing Reboot – June 13 – 9:00am-4:00pm – SEVRAR
- F) Community Support – Craig Peck spoke on upcoming blood drives for the 100 Club.

VIII. NEW BUSINESS

IX. PRESIDENT’S REMARKS

X. EXECUTIVE SESSION

The Board went into Executive Session at 3:19pm. Shane Cook, George Bliss and Judy Warga left the meeting at 3:19pm.

Laurie McDonnell left the meeting at 3:27pm. Judy Warga returned to the meeting at 3:27pm. The Board left Executive Session at 3:42pm.

XI. ADJOURNMENT

There being no further business to come before the Board the meeting adjourned at 3:42pm.

Submitted by,

CEO, Janet L. Kane, CAE, CIPS, RCE

Motion: To approve the SEVRAR Bylaws, Article XI – Officers, Directors and State Directors, Section 4. Election of Officers and Directors, numeral E, be amended as follows. Striking indicates deletion and underlining indicates recommended addition.

E. ~~There will be no more~~ Composition of the Board shall always consist of less than a majority of ~~than two~~ Officers *or* Directors from ~~each~~ the same brokerage office (under the same Broker or having the same principal in the firm with a 20% or greater ownership) ~~to serve on the Board of Directors~~. An Officer position takes precedence over a Director position for elections only.

(Marketing Tour Guidelines PAG Recommendations)

(12/9/13)

SEVRAR MARKETING TOUR GUIDELINES

Objective: The objective of the marketing tour is to benefit SEVRAR REALTORS® by providing them with a venue to receive constructive feedback on homes they've listed. These guidelines are expressly for, and limited to, the SEVRAR MLS Marketing Tours:

Sponsorships:

- Each tour is responsible for getting sponsorships and determining the price of sponsorship. (Price should not exceed expenses of the tour sponsored.)
- No more than 2 sponsorships from the same industry shall be provided on the same tour. Opportunities will be rotated on a quarterly basis, unless there is an open sponsorship available. [Tours having multiple events each month; this rule applies separately for each tour event.](#)
- In the interest of time, if an Affiliate wants the opportunity to sponsor and do a promotion or "commercial", he/she must call to inquire on the availability of time and schedule in advance. Each sponsor will be allowed a 2 - 4 minute promotional/commercial time slot as the schedule allows, with no more than 15 minutes total for all sponsors.
- Any non-sponsoring Affiliate Member will have the opportunity to introduce themselves and their company only with no "commercial time".
- Non-sponsoring Affiliate Members attending will follow the Code of Conduct for Affiliates and not wear their nametags. (Moderators will enforce the rule by politely explaining and reaffirming privately.)
- Sponsoring Affiliates choosing to attend a tour must fill out a feedback sheet.

Tour Participation:

- The number of homes per tour is at the discretion of the Moderator/Coordinator, taking into consideration the location of homes and drive time.
- Participants with a home on tour must go to all homes on their leg of the tour, or coordinate a replacement. ["No Follow-Through" Realtor may be subject to as much as a 3-month sanction, when recommended by Tour Moderator with concurrence of SEVRAR Marketing Home Tour Committee Chair/Vice Chair.](#)
- No shows will not be allowed back on a SEVRAR tour for 3 months. Coordinators will send the list of "No shows" to the Committee Staff Executive within 72 hours. SEVRAR will send a letter to the individual advising them of the 3 month sanction, with a copy to their broker.
- [Cancelations after the tour deadline are considered "no shows".](#)
- If a participant has a seller that refuses to show a registered property, the REALTOR® must still attend the tour to provide feedback on homes and not be affected by the three month sanction referenced above. ["No Follow-Through" Realtor may be subject to not more than 3-month sanction when recommended by Tour Moderator with concurrence of SEVRAR Marketing Home Tour Committee Chair/Vice Chair.](#)
- Participants must notify the Coordinator of their listing. Listings will be taken on a first come, first serve basis until the tour limit (as established by the Moderator/Coordinator)

is reached. If a tour is full, the listing will be placed on the next tour available for its area.

- Multiple homes may be put on tour by an individual, but not at the exclusion of a different REALTOR®'S listing. A separate representative (REALTOR®) must be present at each home.
- The moderator/coordinator may choose to allow REALTORS® on a tour to vote for “Best House on Tour” and be provided a sign rider for the listing. REALTORS® are not allowed to vote for their own home on tour.

Set-up:

- Tour Packets will include the MLS Buyer's Page for each listing, not the Agent's Page.
- Home Tour Sheets will be used as outlined by the Committee and include: List of homes, sponsor list, moderator/coordinator, feedback sheet, SEVRAR Calendar.
- Wants and Needs of REALTORS® may be discussed as time allows.
- A designated Sponsor Table will display marketing material, etc. and be placed in a “preferred” location. Only the sponsor will be able to display material.
- For tours using multiple passenger transportation, (Vans, Busses, etc.) only Agents with a home on tour and the sponsor of the transportation will be permitted to board unless otherwise permitted by the sponsor.
- The tour packets may be emailed to SEVRAR for copying for each participant at no charge. Email must be submitted to SEVRAR at least 48 hours prior to pick up day, with a pick up time of no earlier than 8:00am. Packets will be provided in black and white copies only, and double-sided at staff discretion.

Marketing Tour Shared Moderator/Coordinator Responsibilities

- Provides a place for Realtors/Affiliates to meet.
- Secures sponsors to offset cost of the Tours [including meeting place](#).
- Reviews tour sheets to make sure they are still current for tour.
- Obtains speakers regarding timely issues to the industry.
- [Collect and collates MLS tour requests](#), MLS printouts, comment sheets, [organizes and maps properties and turns into a package for tour](#).
- Have a vote at end of tour for “Best Home on Tour”
- Attend scheduled SEVRAR Marketing Home Tour Committee meetings.
- Ensures SEVRAR Board approved Marketing Tour Guidelines area being followed.

Marketing Tour Moderator

- [It is recommended that Tour Moderator positions are filled by REALTORS®.](#)
- Chairs/Moderates the meeting, covers market issues, recognizes new agents/affiliates, and disseminates board information from Fast Facts, MLS Committee meetings, and ARMLS Meetings.
- Settles any issues resulting from shared responsibilities.

Marketing Tour Coordinator

- [It is recommended that Tour Coordinator positions are filled by Affiliates.](#)
- Covers for the moderator in their absence.

Marketing Tour Moderator/Coordinator Guidelines

- May attend tours and not be subject to Affiliate Sponsorship rules.
- To be a tour sponsor must pay price of sponsorship.
- Selection of Moderator/Coordinator shall be approved by the SEVRAR Marketing Home Tour Committee.
- To ensure individuals wanting to hold these positions have an opportunity to fill them; positions shall be rotated every two years on a first come basis. If no interest, terms of the incumbent can be extended on an annual basis.
- Incumbent's shall make themselves available for sufficient time to ensure a smooth transfer to the incoming Moderator/Coordinator .Time spent as a tour sponsor can be considered when selections are made.
- Position limited to one tour only. Exceptions can be made at discretion of Marketing Home Tour Chair.

Supplemental Marketing Tour Guidelines (Luxury)

- Each luxury tour must follow the general established guidelines; in addition for luxury tours, the following guidelines shall apply:
- Each luxury tour must contain homes that are geographically located within the corresponding city: Gilbert, Chandler or Tempe. Any future cities added would follow the same criteria.
- To protect the integrity of the luxury tour, the minimum price point shall be \$750K. The price may be modified at the discretion of the Tour Moderator dependent upon marketing conditions should there not be enough supply of homes over the minimum price point.