

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

**May 26, 2016**

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, Keri Hoge Means at 1:00pm.

Pledge of Allegiance

A) Roll Call:

**Present:** President, Keri Means; President Elect, Craig Peck; Vice President, Dawn Johnson; Past President, Heidi Quigley Larke; Treasurer, Nicole Hamming; Directors - Danette Earnest, Derek Anglin, Cathy Joyce, Christie Ellis, Rick Padelford, Margie Wilson, Shivani Dallas, Torey Gannon, Liz Harris

**Absent:** Lidia Cruz Whitmoyer, Shane Cook

**Staff:** CEO, Janet Kane; Barney Thornton, Admin.

**Guests:** Steve Tait, Walker and Armstrong

B) Pledge of Allegiance

C) Conflict of Interest Policy and Confidentiality Statement

**A quorum was present.**

**II. MEMBERSHIP FORUM**

**III. APPROVAL OF AGENDA** – The agenda was approved as presented.

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

A) Approval of Board Minutes – April 28, 2016

B) Approval of 2015 new SEVRAR members:

Individual Affiliate Members - 15, Member Affiliate Member – 1, Institute Affiliate – 0, Designated Appraisers - 0, Broker Primary - 1, Secondary Brokers – 4, MLS Only - 0, Non Members – 0, REALTOR® Members – 133

C) Approval of 2015 New Committee Members

**V. ACTION ITEMS**

A) Approval of the April, 2016 Financials was postponed until the July 28<sup>th</sup> Board of Directors meeting.

B) Steve Tait with Walker and Armstrong gave a 2015 Audit Presentation.

C) **Motion:** To approve a two year agreement with The Guard Llama (TGA) subject to a mutually agreed upon Contract; review by SEVRAR Legal Counsel, and obtaining an insurance rider to protect SEVRAR against future claims. 60% of the proceeds to be designated to “Critical Needs” and the remainder to Operations/General Fund. **Motion carried.**

D) **Motion:** To approve the 2017-2019 Draft Strategic Plan with proposed 2017 priorities as outlined. **Motion carried.** See attached.

E) **Motion:** To approve the following change to the Marketing Home Tour Guidelines, Section labeled “Marketing Tour Moderator/Coordinator Guidelines:  
Coordinators may attend tour and wear a SEVRAR name badge, indicating them as the “Coordinator” and their name. **Motion carried.**

F) **Motion:** To approve the Bylaws changes from the April Board meeting. **Motion carried.**

G) **Motion:** To donate up to \$750.00 to the Chandler Welcome Home Veterans Parade and the Mesa Veterans Parade. The \$750.00 will include all expenses for the floats, etc. **Motion carried.**

**VI. UPDATES**

A) CEO Report – Janet Kane gave a CEO Report.

B) ARMLS Report – Liz Harris gave an ARMLS Report.

C) Critical Needs Task Force – Heidi Quigley Larke gave a Critical Needs Report.

- D) AAR Spring Conference Reports were made available.
- E) NAR Legislative Conference Reports were made available.
- F) Region 11 Reports were made available.
- G) Committee Liaison Reports were made available.

**VII. ANNOUNCEMENTS**

- A) "Special" Board of Directors Meeting –Wednesday, June 15
- B) YPN Talks – June 15 – Higley Center for the Performing Arts – 11:30am-1:30pm
- C) YPN REALTOR® Feud – Thursday, September 8, 2016
- D) SEVRAR Blood Drive – Monday, September 19, 2016 – 8am-5pm
- E) RAPAC Hot Summer Nights – Thursday, September 22, 2016 – "The Falls Event Center"

**VIII. NEW BUSINESS**

**IX. PRESIDENT'S REMARKS**

**X. EXECUTIVE SESSION**

**XI. ADJOURNMENT**

There being no further business to come before the Board the meeting adjourned at 2:55pm.

Submitted by,

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

# SouthEast Valley Regional Association of REALTORS®

## DRAFT

### Strategic Plan 2017-2019

### 2017 Priorities in Green

The SouthEast Valley Regional Association of REALTORS® met in Mesa, Arizona on 5 April 2016 to update the SEVRAR Strategic Plan. The group discussion included real estate industry trends, the objective of the SEVRAR Association of REALTORS®, industry/association challenges, and industry/association opportunities. The strategic plan was developed to reflect the responsibilities and focuses of the SouthEast Valley Regional Association of REALTORS®. Michelle Lind, Arizona Association of REALTORS® CEO facilitated.

#### **Mission Statement:**

*The SouthEast Valley Regional Association of REALTORS® is committed:*

1. *To providing a dynamic, vibrant and successful future for its REALTOR® Members; and*
2. *To building better neighborhoods and communities.*

#### **FOCUS AREAS of the SouthEast Valley Regional Association of REALTORS®:**

##### **A. Value Proposition:**

1. For REALTOR® Members:
  - A. Help REALTORS® thrive and prosper: financially, personally, and professionally.
  - B. Respect and value REALTORS®' time.
  - C. Protect members and their interests.
2. For Consumer:
  - A. Protect Private Property Rights/Homeownership.
  - B. Promote REALTOR® value to Consumer as Trusted Advisor.
3. REALTOR® Brand:
  - A. Promote the REALTOR® Brand/Trademark.
  - B. Increase Connectivity between REALTORS® at local, state, national and international associations.

##### **B. Communication and Marketing:**

*All Communication will be effective: targeted, quick, short and varied:*

1. Leadership will engage (hear) members with *active* listening and direct to the appropriate channel.
2. The Association and Leadership will effectively communicate the REALTORS®' value proposition to members and to consumers.
3. Messaging will be differentiated in method of communication and targeted audience. The REALTOR® will choose the vehicle for communication that he/she prefers. (text, email, voice recording, etc.)

4. Communication will be interactive. (surveys, content, games)
5. SEVRAR will make bundle of services accessible, easily understood, and easy to use.
6. SEVRAR will be the voice of Real Estate AND the place for industry discourse and discussion.
7. Leadership will establish an ambassador program to 'reach renewing members.'
8. The Association will employ YPN model for active engagement with members.
9. Each communication will include a membership value element.
10. SEVRAR will engage new members via Board of Directors Call.
11. SEVRAR will develop a comprehensive Affiliate participation program.
12. Communication contact information will be updated annually at dues billing.
13. SEVRAR will increase direct communications to brokers.
14. There will be an accounting of, and reporting of the value/benefits of membership.

### **C. Member Engagement & Community Outreach**

1. Provide a consistent message of REALTOR® purpose and agenda.
2. Create an effective communication to consumers through mapping, survey, and conversation.
3. Increase REALTOR® Involvement in community with REALTOR® co-branding.
4. Increase Press releases and consumer awareness.
5. Provide pre-package content for REALTOR® members to use in communication with his/her sphere.
6. Improve Outreach to Broker/Agents, i.e. be more inclusive /reflect diversity.
7. Deliver Social activities (FUN—i.e. Sporting events) for REALTORS®.
8. Encourage more Affiliate-REALTOR® cooperation.
9. Increase member volunteerism in community events.
10. Measure and Report Community Involvement by REALTORS®: Hours and Organizations.

### **D. Professional Standards/Arbitration:**

*Increase: professionalism among members, mutual respect and cooperation:*

1. Educate, encourage, and enforce the purpose and value of the REALTOR® Code of Ethics.
2. Promote Dispute Resolution services-
3. Share Best Practices.
4. Support and promote NAR's "Commitment to Excellence" program.

### **E. Professional Development:**

1. Will actively work to further REALTOR® professionalism, knowledge, and business Acumen.
2. Promote REALTORS® use of Technology.
3. Provide distance learning/training, directly or through partnership, 3<sup>rd</sup> parties.
4. Provide a vehicle to share innovation and entrepreneurialism.
5. Measure education costs and benefit and report to REALTOR® members.
6. Develop system to display level of difficulty of classes/ educational programs based on applied skills.
7. Implement and promote the online REALTOR® profiles benefit program.
8. Promote REALTOR® Safety.

### **F. Advocacy and Legal:**

1. Promote REALTOR® Agenda and Outcomes from SEVRAR, AAR and NAR to consumers.
2. Raise Public awareness of Real Estate issues.
3. Educate REALTORS® members on Legal Issues Case Studies.
4. Promote and Encourage RAPAC and Response rate of Calls to Action.
5. Enhance Government Affairs initiatives---protecting Private Property Rights.
6. Lobby to have more rigorous licensing standards, continuing education, and specialization.

#### **G. Leadership Roles, Development and Effectiveness**

*Priority: identify and train future leadership; local, State and National levels.*

1. Enhance the Leadership program by reinforcing the importance of inclusivity and diversity.
2. Increase presence and influence on the local, state and national levels.
3. Recruit and promote volunteer leaders. "ASK"
4. Leadership will be open to change: Will investigate/explore partnerships, shared services, chapters and other innovative opportunities.

#### **H. The SouthEast Valley Regional Association of REALTORS® of The Future:**

1. SEVRAR will become a Beta Test 'site' to evaluate bleeding technology and investigate setting up App / Technology User Group.
2. SEVRAR will research providing other boards and association membership services as a revenue opportunity.
3. SEVRAR will investigate offering members additional benefits.
4. SEVRAR will facilitate the collection of and sharing of the big data with REALTOR® members.
5. Explore rebranding of SEVRAR as the new building site emerges.

#### **I. BUILDING A NEW Home:**

1. Building will be financially sustainable
2. New building should have a significant non-dues revenue element.
3. New building should have REALTOR® Branded Events
4. New Building could include REALTOR® desk usage, bullpen, coffee bar, "Main Street Shopping," community center, Event/Wedding space, with a multi- generational appeal.

#### **J. THE MEASUREMENT OF SUCCESS:**

***With the implementation of the preceding strategy, the following metrics will be employed to measure success:***

1. Greater financial strength and vibrancy of the SEVRAR REALTORS® Association.
2. Greater RAPAC participation, Contributors and dollars;
3. Higher Response Rate for calls to action.
4. Tracking of community service by SEVRAR REALTOR® Members via survey and community events.
5. More SEVRAR REALTORS® in Leadership Positions: Local, State, National and Internationally.

# Executive Committee

**Chair :** Keri Hoge Means

**Vice Chair:** Craig Peck

**Date:** May 24, 2016

**Staff Liaison:** Janet Kane

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## RECOMMENDATION(S):

**MOTION 1:** To recommend approval of a two year agreement with The Guard Llama (TGL) subject to a mutually agreed upon Contract; review by SEVRAR Legal Counsel, and obtaining an insurance rider to protect SEVRAR against future claims. 60% of the proceeds to be designated to “Critical Needs” and the remainder to Operations/General Fund.

**EXECUTIVE COMMITTEE ACTION:** Approved

**BOARD OF DIRECTORS ACTION:** Approved

**FISCAL NOTE:** Potential non-dues revenue income.

**SOURCE OF FUNDING:** N/A

**RATIONALE:** The Guard Llama has been offered as a non-dues revenue generator at no cost to SEVRAR. A two year agreement will maximize the potential benefit to members and to SEVRAR, while providing a time-certain to reconsider the benefit program and its success. The “Agreed upon Contract” may include the following expectations/limitations:

### Revenue Sharing:

- 1) No Funds would be required from SEVRAR
- 2) Units must be leased no less than \$85.00 per year or \$160.00 for a two-year lease.
- 3) SEVRAR will receive two codes (one for a one year lease and one for a two year lease) for member options.
- 4) The Guard Llama shall process all payments and delivery.
- 5) SEVRAR immediately makes commissions on codes given to agents.(\$25, plus \$5.00 on renewal of one year lease; \$40.00 plus \$10.00 for two year renewal.)
- 6) SEVRAR has the option to resale to any association in AZ – Pricing must be equal to SEVRAR member pricing.

### Marketing Expectations/Limitations:

- 1) TGL will provide all marketing materials (flyers, video, website links, testimonials) for marketing the Guard Llama device.
- 2) Marketing will be limited to website link, Fast Facts Articles, email, social media, SEVRAR LCD Displays in the Conference and Office area, and customary flyers.
- 3) Presentations will be allowed at General Membership Meetings and other events as time permits and is deemed appropriate by SEVRAR CEO.
- 4) Presentations will NOT be allowed during CE Classes or other classes as determined by the SEVRAR Director of Education, held at SEVRAR.
- 5) SEVRAR Member/Brokerage contact information (email, phone, addresses) will not be provided to TGL.

- 6) Usage of SEVRAR's name in any marketing materials created by TGL must be reviewed and approved by SEVRAR Marketing Director.
- 7) SEVRAR will provide a booth at any exhibit halls or meetings as appropriate, at no charge to TGL. TGL to provide information and sales staff.

**MOTION 2:** To recommend approval of the Draft 2017-2019 Strategic Plan with proposed 2017 priorities as outlined.

**EXECUTIVE COMMITTEE ACTION:** Approved

**BOARD OF DIRECTORS ACTION:**

**FISCAL NOTE:** N/A

**SOURCE OF FUNDING:** N/A

**RATIONALE:** The Draft 2017-2019 Strategic Plan was created by the Strategic Planning Task Force. 2017 priorities have been generated to meet the new NAR Core Standards just approved by the NAR Board of Directors, along with the need to focus on SEVRAR's new building.

**The following is for your information and does not affect Association policy or budget:**

#### **MEETING HIGHLIGHTS**

- \* The Executive Committee reviewed a potential Smart Growth Action Grant Proposal from AAR, to support revitalization efforts in downtown Mesa. After discussion about SEVRAR resources and the new activities required under the Core Standards, as well as the new building project, the Executive Committee determined it would be best to decline SEVRAR's participation at this time. (This does not prevent AAR from moving forward on the proposal.)
- \* The Committee discussed the approval process for charitable contributions and would like the Board of Directors to retain the approval authority. The Board is provided monthly Financials, can determine the needs according to any budgetary changes, and sees the overall picture that individual committees may not be aware of when making contribution recommendations.
- \* The Committee discussed the Board packets and whether or not Board members should be able to take them home after Board meetings. It was determined that members should have the opportunity to do so at their discretion. (This would not include any materials/notes of a confidential nature.)
- \* A Special Board Meeting is scheduled for Thursday, June 15th at 1:00pm to discuss the new SEVRAR Building and Budget. The meeting will be held in Executive Session and only voting Board members and the CEO are to attend. Lunch will provided at noon for those that would like to arrive early.