



Governing Board Meeting
Special Project Meeting
VIP Mortgage Offices
St. Philips Plaza
February, 14, 2019

Attendees: Elizabeth Cherry, Debbie Shireman, Stephanie Grande, Eva Naumann, Wanda Baader, Lisa, Cynthia Luois, Ronda Argueta

Governing Board Actions

1. The Meeting was called to order at 10:15a.m.
2. This meeting was called to discuss Strategic Partnership Opportunities and proposed changes to the benefits of being a Strategic Partner.
3. Lauren noted that the money raised from 2016-2019 was just under \$50,000.00 and is confident that \$10,000.00 can be raised with the changes in fees and benefits. She said that because of the discounts some partners are increasing their level of partnership. The members discussed gaining TAR exposure. Ronda noted the rules regarding obtaining membership from CE classes and how we not permitted to have certain things. We would like to know if we can have a new member roster from TAR Orientation-possibly from Ana-Lisa. Also, we need to inquire about placing pamphlets in the TAR lobby. Lisa has pamphlets
4. Lauren presented the draft of the Strategic Partner Opportunities Chart with the current benefits per level of partnership. The Board reviewed each category made changes to meeting titles. The Following changes were discussed and approved:
 - Business Resource Meeting was changed to Networking Event;
 - Recognition on the National Website is limited to 10 partners
 - Affiliate Partner may add 2 additional members at \$75.00 for a total of 3 members
 - Complementary Tickets to Industry Events Or Networking Event;
 - Professional table recognition printed font size to be determined by sponsorship level
 - Event Sponsor for Dessert Auction OR Fall Event w/TAR
 - Company Logo displayed on board and printed material when available
 - Introduction at Events is changed to read acknowledge

The board for Logo display was discussed, the members discussed whether a board or standing banner would be easier and which would be more cost effective. Lauren said that she would have a price for the standing banner at the next BOD meeting.

The discussion continued regarding how many times a guest can attend without becoming a member. The Standing Rules state that a guest can come one time without joining. The members also noted that the meeting time is set in the Standing Rules as the 2nd Thursday unless otherwise

noted. The members discussed that it is sometime awkward to address the charge for the event at the door. It has been the policy that no one would be turned away, but this board would like to see people join. Stephanie said that she would sit with Brenda and discuss membership with the guests as they check in. It was suggested that during the welcome to our guests, that Elizabeth say something to the effect of "Welcome to our guests, thank you for joining us today, your ticket this month is on us, next time we ask you to join us". Lauren stated that she believed she had welcome packets leftover from another year and we can update those and put something in that also.

Fees for the Networking Event were discussed. The option of having one fee for Members and Guests was discussed. The Board agreed that the prices would remain the same and that the fee for a Guest would be slightly more than the Member Fee.

The Reservation List was discussed and when we should cut of reservations for events. Going forward with this year, the cut of day will be a couple days before the event so that the list can be given to Lisa and Eva as well as an accurate count to Cynthia for our food. The reservation section of the new website was reviewed and discussed, particularly the section for Guest Registration. It was agreed that Wanda would make changes so that it was easier to follow. There will also be a link for event info after registration has closed.

Wanda stated that our website host charge for the SSL Certificate is higher than expected since the companies are 'related'. She will call to verify price from the other partner company.

Wanda stated that the website is ready except for the Strategic Partner Logos for those that have not paid. Lauren asked for 24 hours to get payment from three of the long time partners. The Board discussed and gave Wanda permission to add the logos for Stewart Title, VIP Mortgage/Argueta Team and Pioneer Title as they are sure that the payment will be made now that the last few changes to the program have been made.

Elizabeth noted that she had received a voicemail from one of the Realtor's from Exit Realty asking for an update as to what their options would be for becoming a Strategic Partner. After much discussion, it was decided that Realtors/Brokerages would not be able to be a Strategic Partner. There were many reasons discussed especially the confusion it brought in previous years as to how many members could attend under the company sponsorship.

The members asked Wanda how we should submit profile changes to her for the website. She stated it would be best if there was one contact. Debbie will be submitting requested changes to Wanda.

With no further business to discuss, the meeting was adjourned at approximately 12:15pm.