



Governing Board Meeting
Thursday, February 7, 2019
VIP Conference Room

St. Philips Plaza

Attendees: Elizabeth Cherry, Debbie Shireman, Stephanie Grande, Lauren Smith Klase, Eva Naumann, Wanda Baader, Cynthia Luo, Ronda Argueta and Brenda Bowers

Governing Board Actions

1. The Meeting was called to order 10:03am
2. Agenda was approved
3. Approval Minutes-see below in Secretary's Report

4. **Committee Reports:**

President's Report Elizabeth noted that the agenda order will be disrupted due to members needing to leave the meeting prior to the scheduled end time.

Elizabeth began with noting that one of our flyers stated that the Board meeting was closed, and that was an error, our BOD meetings are open and that any member can attend. Elizabeth also discussed communications between BOD members. She reminded us that emails can get overwhelming with group emails particularly and that she would like to see emails be directed at those that would directly be involved in the conversation, then brought to her or the BOD when appropriate decisions need to be made.

Elizabeth noted that she will continue to direct members that are interested in participating on committees to the appropriate chairperson and leaving it to that chair to contact the member. She would expect that we would follow-up appropriately.

She stated that the November meeting will need to be changed due to the date of the National Meetings in San Francisco.

Secretary's Report Debbie stated that the minutes are typically submitted to Elizabeth for review within 24 hours of the BOD meeting and will then be forwarded to members to review. Please help by reviewing the minutes timely so that conversations can be recalled more accurately and documented.

There were two corrections that were noted with last month's meeting, one has been corrected but clarification is needed in the Treasurer's Report. The sentence regarding the contract with

Wells Fargo Bank was stated by Brenda, not Eva. Brenda confirmed that she had made the statement.

M/S/A Board Minutes with changes in the Treasurer Report changing Eva's name to Brenda with regard to the Wells Fargo contract.

Strategic Partners/Sponsorship Lauren distributed a copies of the Strategic Partnership Opportunities for 2019 Affiliates. She stated that she and Ronda met briefly this morning to start reviewing the benefits so that we make adjustments to our benefits that match the events we have planned, correct any overlaps in benefits and clarify a couple areas regarding how many guests can attend when a company is a partner.

Lauren suggested that we offer discounts to the four companies that have paid in December for this year. She stated that they were log time partners and thought that their loyalty to us is appreciated and that this would be a thank you to them. Especially, since things have changed and are going to change a little more as we change our venues, and website for example. This topic was discussed and no motion or decision was made.

This chart was discussed at length. We discussed the need to clarify the Basic Level and how many members can be added for \$75.00, areas of duplication were noted, things we are no longer able to offer and what we can offer in place those things, what levels can be on our website and what the suggested limits could be. Brenda showed a sample of the Marana Chamber Sponsor Logo Power Point slide. Brenda will send the Lauren a copy of the slide. We also discussed making this into a display board so that it was more portable and easier to display.

Eva asked about how many sponsors we are expecting to have (from a budgeting perspective). Lauren felt that if the fees were reduced that we more could possibly partner with us. We discussed funds that have been raised and what is projected. The funds were discussed and we should be able to show what the funds are being used for. Our reports have greatly improved, but we need to show that the money is being spent, whether it is for advertising, educational scholarships, etc. Elizabeth stated with the changes we want to make and those we have made that we remain fluid in our expectations.

Wanda stated that we need to communicate to our sponsors that we have increased our social media presence and our website has been revised and will roll out soon. There are options in both areas for Sponsorship recognition.

Stephanie suggests a special work meeting to discuss this Strategic Sponsorship revisions.

Wanda suggested that we use on ZOOM platform

Due to time constraints, this discussed is tabled. Possibly schedule a special meeting.

Technology Liaison Wanda announced that the new website should be live within a week! The Home Page has some view issues to work out but nothing major. She suggested a new BOD photo as a couple members are missing from the current photo.

She also suggested that we obtain a SSL Basic Security Certificate to secure the website, and explained why.

M/S/A for Wanda to obtain a SSL Certificate for our website before it is live. The cost will likely be about \$70.00 but will not exceed \$100.00.

Wanda noted that only paid partnerships will be advertised on the website. She also stated that she found personal addresses for members on the National website and suggested that we review our address at that site.

Director of Programs Cynthia noted that the next Business Meeting is 2/22 at Café a la C'art. She asked if we preferred inside or outside. The members decided to wait and see what the weather was like since the café was flexible.

Wanda asked if she could receive a headshot photo and a brief bio and what the topic of discussion would be, she would post that on the event page of the website.

The next Networking Event is scheduled at WOOP's for 3/29. We discussed options for serving alcohol. Insurance was discussed and noted as being obtained through TAR in the past. The cost for the event, including alcohol and insurance will be \$35.00 to include one drink ticket. The proposed menu etc. was distributed for review. Insurance will be purchased for the event.

Cynthia briefly added that the AZ One Credit Union wants to help along with Denise King for the Dessert Auction which is scheduled for April. Ronda added that she and Teenu spoke briefly about organizing the Silent Auction for the event. Cynthia stated that she would contact Teenu to discuss further. Themes were briefly discussed and possibly being Night at the Museum. More details to come.

President Elect Report Stephanie is suggesting a supplemental meeting to discuss the Strategic Partnerships. It seemed to work well with the website, and we were able to have a more focused discussion. This meeting was scheduled after the meeting adjourned for Thursday, February 14 at 10:00am.

Stephanie shared discussions with Wanda regarding the Strategic Partnerships and enrollment/membership options being posted on the website. Because of the details involved, this will not be included but "Join Now" button for Realtors will be added.

Discussions continue with TAR and our continued relationship with them. It was noted that our relationship with them is continuing, but that the conversations are ongoing about using their board and conference rooms in the future as well the accounting issues previously noted in months past.

Treasure Report Eva distributed the Budgeting Report, Business Checking Statement and an email communication with AZ One Credit Union.

Eva stated that the Budget Report will change, and she reviewed revenues and stated that they will be less (\$10,000.00) based on Strategic Partnership changes. Other categories were noted, such as things necessary for Lauren for marketing our Strategic Partners and possibly needing to reduce travel for the Secretary and Treasurer. These items may be re-evaluated after the Dessert Auction and other fund raising opportunities.

Eva, Elizabeth, Stephanie & Brenda met with Randy and Jeff regarding accounting and specifically how quickly are we going to be able to get our numbers. There will be a delay, as we meet at the beginning of the month, so we will likely be a month behind. We will be receiving a copy of our bank statement and that should help with our reports as we will have actual dollar amounts off the statement. Eva noted that there is no contract with Wells Fargo, and that TAR is also looking at changing banks. Elizabeth said that Jolene has our credit card, so no one has direct access to it. The largest banking fee that we have is from the Merchant Services. We should meet with Wells Fargo to determine what account level we need and see if changes can be made to reduce our fees.

AZ One Credit Union is offering free checking and credit card accounts, free deposits, online access, noting that Jolene currently has limited online access to our account. Brenda stated that she is curious as to what other designation and groups such as CCIM are using. The bank account decision is still in process, more information from Wells Fargo is needed.

TAR is wanting to sponsor us, not sure what that would offer us. They will handle our Tax Return and they have received our current W-9.

Eva asked about the fee of \$2061.00 and that is a \$1600.00 Management Fee, the remainder is website marketing fee and postage and copying expense.

We need to discuss our relationship and maintaining it; it was suggested that we plan to do the Oktoberfest as a joint event.

Stephanie suggested that we are clear in our communications with AZ One that we are clear as far as not making a commitment to them. They have a group of people that want to help with the Dessert Auction and we should be clear that no decision has been made and that we don't want any hurt feelings over this and their desire to help with that event. Eva will send an email to AZ One Credit Union letting them know that we are still investigating our options.

Please note that President, Elizabeth Cherry had to leave the meeting (at approximately 12:00 pm) for another previously scheduled appointment. President-Elect Stephanie Grande continued the meeting.

Director of Membership Report Ronda reported for Lisa. There are 44 Realtor members and 4 Affiliates. Additional information regarding members is available on the agenda. New Member Orientation and TAR New Member Orientation was not discussed.

Ronda mentioned that there is some interest in Realtor's with Exit Realty in Phoenix that would like to join our local network. The BOD suggests discussing this further at the Strategic Partnership meeting on 2/14. We will need clarification from State as to how this would work. Stephanie will contact Yvonne Ahern.

Hospitality Chair Brenda discussed the process for purchasing tickets for members and guest. She noted that when members register that they are sometimes registering them at the member price. She said that this means her roster and money collected do not balance. Part of the issue with that is Partners and their guests, this will be added to the agenda for the Special Meeting on the 2/14.

Brenda noted that she has not received her invoice for her Partnership. She would like to pay today if possible. Lauren will get an invoice over to her.

Education Chair Stephanie noted that this position is vacant. It was noted that Jennie James had expressed an interest in this position but not sure of what her vision is. Stephanie said that she would talk her about her vision and see if that met the theme of this year's President and BOD.

Ways and Means Stephanie said that this position is also vacant. The need for it was discussed as Event Chairs are currently handling the fundraising for that event ie; silent auctions. The Board discussed whether Wanda's educational offerings would be a fit for fundraising? It was decided that probably not for fundraising based on her fee but that Wanda may be an option for our education program. Possibly offering online classes or training videos. Stephanie will further discuss with Elizabeth.

5. Old Business

It was noted on the agenda that the Standing Rules need to be upload to the website.

6. New Business

50/50 Raffle Stephanie noted that the raffle needs to be run by someone and suggested that the tickets be available to purchase online and then distributed at the meeting. Cost may be an issue, but no one knew for sure. Stephanie noted that members and guests usually don't have cash on hand which prohibits participation.

WCR Meeting in Flagstaff Stephanie noted that this the State meeting that will be held in August in Flagstaff. We (Tucson Network) would like to host a CE Class during that meeting that would be Generational Marketing taught by Joann Fossland. Lauren stated that she will coordinate this meeting and more information will be coming.

7. Adjournment

With no further business to conduct, this meeting was adjourned at 12:36