



Governing Board Meeting
Thursday, April 4, 2019
Stewart Title Conference Room
3001 E Skyline, Tucson

Attendees: Elizabeth Cherry, Stephanie Grande, Lauren Smith Klase, Eva Naumann, Wanda Baader, Cynthia Luois, Ronda Argueta, Teenu Argarwal-Hebbar, Lisa Thaller.

Governing Board Actions

1. The Meeting was called to order 10:05am
2. Agenda was approved
3. Minutes from March 7, 2019 Board Meeting were approved.

4. **Committee Reports:**

President's Report Elizabeth spoke at the TAR membership meeting to attendees to come check out upcoming WCR events. Tucson Network basket for silent auction at Cocktails with Champions was won by Lynn Mosher with \$100 bid. Have spent a lot of money on website to set the network up for success for the rest of the year and beyond. Need to focus on making the rest of 2019 successful.

President-Elect Stephanie gave recap of Take Your Marketing for a Ride presentation in Scottsdale. Good information, informed speakers and a lot of diversity with subjects covered all afternoon. Very successful meeting at the Harley Davidson Dealership in the Chapel.

Treasurer Eva reported Jeff at TAR is still working on our accounts so she doesn't have current numbers. Cindy with One AZ and Jolene at TAR have agreed there will be no problem switching from Wells Fargo to One AZ. Info for WCR will need updated for the account. Need to get 990 form to Jeff. Need to release and update officers for bank accounts and paperwork for IRS. Need to clean up representation online. Further discussion about Authorize Net fees and PayPal with info from Wanda.

M/S/A to move bank account to One AZ.

Director of Membership Lisa reported 62 members on roster. 55 Realtors and 7 Affiliates. 2 new members, Karen Harris and Heather Spies. Will resurrect Tri-fold board for membership information and get other hard copy materials from National WCR. Discussed holding membership orientation second Thursday of every month 11:30 to 1:15 with Strategic Partners present. Also create a template to email professional members and Sps. Will have 4

membership drives before it gets too hot. Working on ideas of when and where like Humane Society, Casa Molina patio, Tap & Bottle, and Fini's Landing.

Director of Programs Cynthia addressed canceling Woops industry event because it would have been financially unhealthy to continue due to low attendance and event cost. Wanda said BOD should sign up for events immediately as examples. Cynthia asked for deadline for scheduling future events. Next Industry Event at Cafe a la C'Art May 17, 2019 from 9 – 11:30. Dessert Auction was brought up. It will be June 21st at Skyline CC maybe called Summertime Chillin'. Not on a Thursday but on a Friday night. Committee to meet this coming week again. Still working on education class with Terry possibly in August. Eva to send thank you card to owner at Woops for all her effort.

Strategic Partners/Sponsorship Lauren has been on vacation and will catch up on meetings with Lisa and Teenu between now and July which is the deadline for SP Sponsorships. Right now there are 13 SP and she expects 12k in revenue. Discussion about SP's being members of TAR. Ronda is for this. Lauren is aware and agrees.

Technology Liaison Wanda discussed BOD meetings and May's event on the website calendar. Elizabeth talked about Patrick Lewis at TAR on April 30th.

Discussion here about Dessert Auction charity and it's important to decide on one from the community so that attendees know that some money is being donated and not all kept by WCR. Was brought up to give some money to Wings of Grace or donate purses and shoes. Teenu needs decision on who the charitable recipient will be for the dessert auction to help her get silent auction items in the community.

Old Business - Elizabeth spoke on TAR Expo and having own WCR table. Cyn said she would man it.

M/S/A to purchase a booth for the TAR Expo in September 19, 2019.

New Business – Discussion here that help with social media is needed. Wanda discussed organic FB posting and conversation. Ronda wants flyers made. Cyn wants to find a marketing chair to do social media posting and make flyers. Cyn offered to make flyers. Wanda suggested video for social media.

Discussion about membership mixer at Humane Society first then somewhere for Cinco de Mayo. Also more discussion about orientation for new members.

Meeting was adjourned 12:05.

