

Board of Directors Meeting Minutes

February 14, 2018

Call to Order

- ◆ President, Cortney Dupont, called the meeting to order at 9:00 a.m.

Attendance

- ◆ Present: Cortney Dupont, Sarah Fleury, Eric Steuernagle, Churchward Davis, Alix Cabral, Mary Tyer Kelly, Katie Soules, Nick Geranios, Billy Keane. Excused: Tracy Crawford, Maureen White Kirkby, Mark McIlquham, Mary Jane Dunlop. Staff: Sue O'Brien, Sandy Carroll

President's Report

- ◆ President Dupont reviewed the Conflict of Interest, Confidentiality and Anti-Trust Avoidance policies. Meetings will be held on the second Wednesday of each month. As discussed in a phone conference with MAR – REALTORS® on the street are reporting low inventory across the state.

Corporate Review and Approval

- ◆ **Motion** to approve the minutes of November 15, 2017 as presented. Seconded and approved unanimously.
- ◆ **Motion** to accept the treasurer's report as presented. Seconded and approved unanimously.
- ◆ **Review** of membership numbers, no vote required.

Old Business

- ◆ None

New Business

- ◆ **Online Education and Video:** Innovative idea about pop up video on each paragraph of the contracts & forms, with Mike Shepard. Also, creation of video content that can be sold to other associations. **Consensus** that staff review and run with it if they feel they can or recommend a taskforce to review options and pricing if they deem necessary.
- ◆ **Public Relations / Public Outreach:** **Consensus** to send out RFPs to PR firms who can make recommendations.
- ◆ **Designated REALTOR Support & Services:** Lack of broker involvement. Homework to come up with ideas on how to resolve this problem for discussion at the next meeting. Staff to look at existing products.

Reports

- ◆ **Multiple Listing Service, Steve Ray:** The MLS held its first meeting of 2018 on February 7th. A taskforce has been formed to review vendors because the Flexmls contract expired and they are currently operating month-to-month. A recommendation will be made within 60-days to the MLS Board. The MLS Board recommends to the Board of REALTORS® that monthly REALTOR® dues be considered. **Motion** to send monthly billing to the finance committee for a recommendation. Seconded and approved unanimously.
- ◆ **REACT, Mary Jane Dunlop:** The committee served at the St. Joe Soup Kitchen at South Congregational Church on January 31st. A survey has been included in the Friday Recap for suggestions of the chili-cookoff recipient and support for individual events throughout the year. There is a **consensus** to hold the chili cookoff following the annual meeting on October 24th.
- ◆ **Government Affairs, Billy Keane:** The committee met on February 8th. They are working on NYC Berkshire Flyer Train; Billy is serving on the MassDOT workgroup who are in the final stages of presenting their recommendations to the state. They are also seeking Town Monitors to alert the Board when something is happening that would impact property rights. The group recommends to the Board that the Awards & Legislative luncheon be changed to a Housing Summit reception open to the public and involving all town officials, legislators and with a focused housing agenda and networking opportunity. **Consensus** to adopt this recommendation. They also recommend Alan Marden as the SPC for Representative Barrett. **Motion** to approve Alan Marden as SPC to Rep. Barrett. Seconded and approved unanimously.
- ◆ **Leadership Development, Cortney Dupont:** The workgroup is reviewing the DR Knowledge is Power series that was created previously and is working on bringing in a Public Speaking program.
- ◆ **New Agent Training, Tracy Crawford:** Working on a voluntary core certification program that will include round table discussions, industry events, continuing education, etc. Invitations will be sent out to all members of 5 years or less for the first roundtable to be held on March 1st.
- ◆ **Strategic Planning, Church Davis:** The taskforce is charged with reviewing the current plan to determine what remains relevant and to create measurable items. Meeting dates are currently being reviewed, with a meeting to be held in the very near future.

Adjourn at 11:10 a.m.



Submitted by: Sue O'Brien, Member Services Administrator

