

WOMEN'S COUNCIL OF REALTORS
MARIN CHAPTER – BOARD MEETING MINUTES

Ping's Restaurant, San Rafael, 12:00

2010 November 5

In Attendance:

Alan Garber
David Chiaretta
David Smadbeck
Judy LeMarr
Karen Robertson Strain
Liz McCarthy
Margaret Deedy
Rita Gatlin
Ron Parks
Sean Murphy
Shelly O'Sullivan
Sylvie Zolezzi
Yoko Kasai

Excused Absence:

Debra Speer
Kathy Yamamoto

President Liz McCarthy called meeting to order at 12:07 pm.

President: Liz adopted agenda. Quorum Established. **A Motion** was made and 2nd to approve July & September minutes. **The Motion was carried.**

Treasurer's Report- Ron Parks provided copies of the 2011 Budget, 2010 Budget, and Itemized Categories Report. Discussed overview of the 2010 Budget. Estimated Income \$28,000. Actual monies brought in were \$22,000. Reviewed actual for various events. Council did not spend money for two Officer's Trips thereby saving \$5,000. Yearend figures traditionally show a \$10,000 deficit and \$10,000 Cash Reserve, breaking even. Projects/anticipates a \$10,000 surplus next year. Discussion of specific budget items tabled to Planning Meeting. **President: Liz McCarthy** stated website and travel expenses were less this year. Her goals for WCR: Training and to send more Board Members to meetings. **President: Liz McCarthy** reported an average of 40 attendees at Resource meetings. Average paid per person \$30.

President: Liz McCarthy's Report: President Elect to install new WCR Board. Talked about National Election Results. Reported 60 people to date have registered for the Cathy Schlegel event. Group discussed ways to improve the EventBrite, more graphic, interesting, and easier to use.

Hospitality: Shelly O'Sullivan confirmed this year's donation of \$1,500 Homeward Bound still needs to be paid. Nothing else to report.

By-Laws: Margaret Deedy. Nothing to report. Expressed her thanks to the Board for excellent service and wished all continued success.

Membership Chair: Sylvie Zolezzi reported she had no membership checks. She will provide a list of outstanding monies due.

Strategic Planning: Judy LeMarr reported that NAR's slogan changed from "Are you ready?" to "I'm ready." Judy will be putting out a questionnaire to members to respond to questions: How can we be responsive to program

needs of members? Where do you want to be in 3 – 5 years? How to reach younger, newer agents? How do we attract members? Discussion tabled to Planning Meeting.

President Elect: Yoko Kasai made a Motion to donate \$250 toward sponsoring the State Chapter's Presidential installation. The motion was 2nd Noted positive name recognition for Marin WCR. Opposed: None. **The Motion was carried.**

Check to WCR Calif.

President Elect: Yoko Kasai discussed the Entrepreneur of the Year Event. She has reviewed the Timeline and Event Sheet. Business Plan is on track to get 200 points to achieve Gold.

Membership Chair: Sylvie Zolezzi stated our Chapter was honored to participate in a National Focus Groups: Instituting a Training Program for VP Memberships
Attended Best Practices Meeting – Great Ideas Talked about educating members on the value of membership. Working to improve the value of meetings; more events, discounts. Increase perceived value and stress added value of name recognition. As of October, Membership 78% Realtors, 22% Affiliates (or members from other Chapters). Member Total: 90. Sylvie stated that personalized notes were sent to all members asking them to renew.

President: Liz McCarthy introduced incoming Secretary Rita Gatlin

Ways & Means: Liz McCarthy – Nothing to report.

Nomination: David Smadbeck WCR and MAR installations will be together this year. Event: Dec. 14th Embassy Suites.

Membership: Karen Robertson Strain expressed concern about receipt of sponsor's checks. Inventory taken with members re outstanding checks still due.

Education: Alan Garber reported that MAR has scheduled six meetings: 4 Speaker/2 Cocktail. Carol Rodoni is slated for WCR in Feb. Other speakers: Economist from Sonoma State., an Attorney, and a Green Architect. Planning on bringing in 'bigger speakers.' Alan requested a Calendar to plan upcoming events. Suggested a Book of the Month list. Discussions tabled to Planning Meeting.

Awards/Recognition: David Chiaretta – Nothing to report.

President: Liz McCarthy brought up for discussion that the \$500 Women's Scholarship is awarded to Realtor Members only. Tabled to Planning Meeting.

Communications: Sean Murphy said he will be unable to attend the WCR Entrepreneur event. Reported the various avenues of publicity for the event. Opened a discussion re options for presenting the newsletter; printed sheets, embedded attachments.

Budget/Finance: Kathy Yamamoto – Absent.

Meeting adjourned: 1:30 pm