

Fredericksburg Area Association of REALTORS® Board of Directors Meeting

Minutes

April 14, 2009

9 am

FAAR

Mission Statement: *The Fredericksburg Area Association of REALTORS® exemplifies integrity, professionalism and service to the community.*

Meeting Called by: Sherry Bailey, President

Type: Regular Meeting

Minutes By: Pat Breme, CEO

Officers & Directors Present:

President Sherry Bailey, President- Elect Latana Locke, Vice President Claire Forcier-Rowe, Treasurer Suzanne Brady and Directors: Mike Boitnott, Chip Taylor, Penny Traber, Brooke Miller, Sandy Lovell, Shelby Harvey, Sha Williams-Hinnant.

Absent: Rene Daniels

Staff: Sharon Toombs, Matthew Rathbun

Guests: Brad Copper and Janice Sadler from the Real Estate Showcase/Fredericksburg.com

Cooper reported that both the inches count and ad count was down over 50% from last year. He is hopeful that in the third quarter advertising will pick up. The FLS is negotiating to place the Showcase in Wegman's. Sadler commented that agent e-card sales (from the 2008 high of 227 to 194 in March of 2009) and broker e-cards sales were down.

Call to Order- Sherry Bailey

Comments: Joyce Compton was sworn in as a Director by Sherry Bailey, taking Chip Taylor's position. He assumed the Secretary's position vacated by Anne Overington.

Consent Agenda- Approved

Treasurer's Report- The March report was submitted by Treasurer Suzanne Brady and filed for audit.

Working Groups Reports- Sherry Bailey

Budget & Finance

Fredericksburg REALTOR® Foundation

Chairman Shelby Harvey reported that over \$5100 was collected at the April 1 Silent Auction held during the Awards Luncheon. The group is now focusing its efforts on the May 4 Golf Tournament.

Education

Matthew Rathbun reported that because an increasing number of members are coming to a class without registering, the Education Working

Group will note in advertisements that registration is first come, first served and that walk-ins will not be admitted until the registered students arrive. Additionally, a \$10 service charge will be levied if a registered member is a "No-Show".

Some worry that free classes in outlying areas will drive down the attendance at FAAR classes. Others believe that the PR is worth the revenue loss. Rathbun will monitor the situation but added that the renewed interest in education is gratifying.

He also explained that certificates of completion are now being mailed to save staff time and FAAR dollars. He has purchased software that with a picture-within-a picture feature for classroom use.

Special Functions

Latana Locke reported that the Awards Luncheon was a success. Many preferred the lunch time slot. The income for the event is \$2000.

The Lake Anna Whine & Wine was enjoyed by the attendees which included many of the CE Boot Camp students. The Foundation collected \$230 from the wine sales.

The next Whine & Wine is June 25 at Oakcrest in King George. Currently, the golf team count is small so Rene Daniels is sending the Tournament information to other groups.

Professional Standards/Grievance

Member Outreach

Co-Chair Chip Taylor commented that his group is coordinating with PR and Community Outreach for a Association-wide Food Drive in conjunction with Food Lion and Bloom. Taylor suggested that BOD members make themselves available for chatting with the members before the start of each Whine & Wine.

Managing Broker Network

Co-Chair Chip Taylor and Suzanne Brady

Chip Taylor reported that Betty Jasmund will cover mediation at the next meeting.

EMERGE

Co-Chair Brooke Miller commented that the Melanie Thompson Award application has many of the same aspects of the Association's Professional Honor Role, however, the production level is lower and Affiliates can apply. The first recognition will be given at the 2010 awards event. Miller also commented that the networking event at the Fredericksburg Pub was well received and that Emerge participation continues to increase with each event.

Public Outreach

Pat Breme reported six broker-owners replied to the invitation to become media contacts. Breme said she added a few to the list from areas not covered. The NAR Surround Sound training is scheduled for June 10 at FAAR. Those on the contact list are required to come as well as BOD

members who did not take the training in 2008. PWAR, DAAR and GPAR were invited to send representatives.

The group will participate at the VA Ride soliciting the public to register at the VA Homeowners Alliance website.

The group will also promote the website at a Costco community event and at the USMC ½ Marathon.

Community Outreach

Chair Pam Wharton reported that the Group was working with Member Outreach in planning a Association-wide food drive. She added that the Ride VA event needed more volunteers. The group will participate at the USMC Marathon soliciting donations for the Food Bank. The Group plans to charge \$5 a car to park in the FAAR lot the day of the race.

Technology

Awards

Pat Breme reported that the group is meeting soon to review all the application forms for posting at faarmembers.com.

Multicultural

Sha Williams-Hinnant reported that the booth at the annual UMW Multicultural Fair on April 4 had a lot of action. The Group handed out a flyer for the VHDA classes FAAR is hosting once a month through 2009.

Investment

Legislative & Governmental Affairs

GAD Suzy Stone reported that the postcard mailing soliciting support for the VRE in Spotsylvania and the website were both about to happen. She commented that on May 14 Pat Breme and Drew Fristo and Stone will attend VAR's Day on the Hill luncheon. Stone and Fristo will also meet with Rob Whitman who is pushing for an AMTRACK stop in Spotsylvania. She said that the ALDP session on legislative and governmental affairs went well with Christine Windle, John Dibiase and John Broadmore and herself presenting to the group.

Stone has posted a summary of the remarks made during the Legislative Breakfast at faarmember.com. The event was co-sponsored with FABA.

Old Business

Town Hall meeting

Sherry Bailey gave an overview of the discussion items. She commented that the May Town Hall meeting will be a State of FAAR report on what the Association had accomplished thus far in 2009.

Neighborhood Stabilization program

Christine Singhass reported that the CVHC wants FAAR to sign a Memorandum of Understanding and agree to certain procedures for the implementation of the NSP. The group discussed several ethical issues raised

from the directives in the Memorandum. Singhass and Pat Breme agreed to investigate whether other area Realtor associations were participating in the Program. Action was tabled until more information could be supplied.

New Business

Nominating Committee formation

President Sherry Bailey, as stated in the bylaws, asked the Immediate Past President Sha Williams- Hinnant to form a Committee to review applications from those wishing to run for the 2010 Board of Directors. The Committee members will be named at the May meeting. Nomination Form Task Force Chair Claire Forcier-Rowe commented that the BOD application form and a new code of conduct will be presented at the May meeting.

Association Executive Institute meeting refund

A motion as made, seconded and carried to approve the Pat Breme's request to spend the remainder of the budgeted money for the annual AE conference plus the refund from NAR (part of the program New Tools. Right Now.) to fund training for Pamela Bowles (Into. To IMIS), Rene Daniels and Matthew Rathbun (two Dreamweaver classes per person to learn efficient back-office procedures to maintain faarmembers.com.)

Stellar Services survey results

Pat Breme reported that the 102 members viewed the survey and 30 actually filled it out. The comments were overwhelmingly complimentary to the staff.

MRIS SAC report

MRIS SAC member Sandy Lovell did not report on her MRIS meeting since many of the items she would have commented on were mentioned in the speech given by MRIS CEO David Charron at the Awards Luncheon.

FYI & Correspondence

Sherry Bailey reviewed the correspondence.