

# Fredericksburg Area Association of REALTORS® Board of Directors Meeting

## Minutes

September 1, 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: Penny Traber, Brooke Miller, Sha Williams-Hinnant, Joyce Compton, Shelby Harvey, Sandy Lovell

**Absent:** Chip Taylor, Mike Boitnott

**Staff:** Sharon Toombs, Rene Daniels, Matthew Rathbun,

**Guests:** Beth Loveless and Janice Sadler from The Free-Lance Star and Fredericksburg.com. Sadler reported that the sales for the Real Estate Showcase are slowly increasing but for April though August sales were down between 30 and 39%. Loveless commented that Fredericksburg.com will add a Goggle feature in September.

**Call to Order-** Sherry Bailey

**Comments:** none

**Consent Agenda- Approved**

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

**Working Groups Reports-** Sherry Bailey

**Budget & Finance**

Draft of 2010 budget presented under *New Business*

**Fredericksburg REALTOR® Foundation**

Chairman Shelby Harvey reported the group contributed \$1800 toward appliances for the new RCSB 9-bed home mentally retarded adults.

A motion was made, seconded and carried to allow the Foundation to raffle off one 2010 dues payment at the Trade Show.

**Education**

Liaison Matthew Rathbun reported that a group of Association Education Directors gathered to discuss common issues. The group, as a whole, reported that designation class attendance was down. To date, FAAR has 155 courses approved by the VREB. He advanced that a VAR task force on professionalism is talking about getting Virginia certified as an ARELLO

state. There is controversy about the necessity of that because of the cost of the getting courses certified. The group is also discussing other measures such as increasing the number of hours for pre-licensure and continuing education. There is also some push back from Association schools who have a business relationship with the CE Shop because VAR is advertising CE Shop courses as well.

### **Special Functions**

Rene Daniels urged the BOD to talk up the Trade Show. She reported that just 79 had registered but 81 booths had been sold. Uncorked! is scheduled for 9-25 at Ladysmith Village. Total Wine is doing a tasting and has given FAAR a 30% discount on the wine purchased for the event. December 17 is the year's last Uncorked! and it will be at Potomac Winery.

Professional Standards/Grievance

Nominating

### **Member Outreach**

Co-Chair Chip Taylor was absent.

#### **Managing Broker Network**

Co-Chair Suzanne Brady reported that the group will meet on September 3. Technology will be the topic discussed.

#### **EMERGE**

Co-Chair Brooke Miller reported that the group adopted 7 classrooms in their supplies for the teacher project. The group will help set up for the Trade Show. They are also gutting pumpkins in preparation for a children's pumpkin carving event at Ladysmith Village.

### **Public Outreach**

Working Group member Claire Forcier-Rowe reported that the group is working on a marketing plan.

### **Community Outreach**

An October Cereal Drive is planned with the culmination at the October 29 Halloween Mixer.

Technology

Awards

### **Multicultural**

Co-Chair Sha Williams-Hinnant reported the August 29 class was cancelled. The next event is Oct. 3.

Investment

### **Legislative & Governmental Affairs**

GAD Suzy Stone reported the Board of Supervisors voted to support the VRE rail expansion in Spotsylvania County. The downside is the vote can be reversed if the two Supervisors who are opposed to the concept are re-elected. Another vote will be taken after the new Board is elected. Stone urged the BOD to attend the upcoming candidate interviews hosted by

FAAR and FABA. She invited the local candidates to attend the September 9 Trade Show. Stone commented that Whitman and Warner have scheduled Town Hall meetings to discuss the proposed health care legislation. A motion was made, seconded and carried to support the Energy Star program.

## **Old Business**

### **Election Task Force**

Chairman Sha Hinnant named Shirley Sorrentino and Lynn Lenahan to the Election Task Force.

### **Ethics Dialogue update**

Sherry Bailey reported that VAR CEO Scott Brunner attended a meeting of the group in August and the following ideas were recommended: that VAR dedicates an informational postcard to members on Short Sales; that VAR apply for an NAR grant to bring a Short Sales class to localities across the state; that Lem Marshall do a whistle stop tour of the state offering a Short Sales class just for brokers.

### **Office visits**

Rene Daniels commented she and Lori Hillard-Wehr went to a Meet the Candidates night at the Stafford Keller Williams office and that it was an excellent exchange of information.

### **REALTOR® Emeritus status**

Pat Breme reported that in order to establish that category of membership a bylaws change is necessary. The motion to include the status will be on the 2010 ballot.

## **New Business**

### **NAR Leadership Summit**

President Elect Latana Locke reported on the Chicago trip NAR hosts for incoming Presidents and the AEs. She got many great ideas including the theme of the 2010 President Vicki Cox Golder, "On the Rise".

### **NAR's Game Changers Challenge**

Latana Locke described the challenge NAR has posed to associations to come up with ideas that NAR can package for use by interested REALTOR® Associations across the country. Sherry Bailey asked Latana to form a small task force to brainstorm ideas for a FAAR submission. The deadline is Oct. 1.

### **MRIS Leadership report**

Latana Locke reported on the meeting she and Pat Breme attended. MRIS staff gave an overview of the latest improvements to the system including a button to click on if a subscriber wants to comment on possible violations to MRIS regulations.

### **Bylaws changes**

Pat Breme explained the changes recommended by NAR.

### **Appeal of Mike Wilmore**

The group denied Wilmore's personal plea to suspend the dues formula and allow him to be associated with Snow Realty without membership in the Association. A similar request was made by his broker who is not willing to pay the NAR fee for a non-member sales associate.

### **FAAR's assistance in the Credit Union bank robbery investigation**

Pat Breme reported that IT consultant Eric Ruck assisted local police and the FBI by extracting video tape from FAAR's security cameras showing the suspect leaving the FAAR parking lot.

### **Investment Working Group report**

A full discussion was tabled until the October 6 meeting.

### **Draft of the 2010 budget**

Treasurer Suzanne Brady presented a power point showing how the strategic plan impacts the budget. She thanked Sharon Toombs for compiling all the data for the draft budget which was reviewed by the group. The final will be submitted for approval in December. The following motions were passed for 2009 spending.

1- A motion was made, seconded and carried to hire a GAD before the end of the year.

2- A motion was made, seconded and carried to add back the funding of the 2009 President-Elect's trip to the NAR convention in San Diego. (\$2439)

3- A motion was made, seconded and carried to hire a website consultant to revamp the current site, at a cost of no more than \$8000.

4- A motion was made, seconded and carried to purchase a portable projector. (\$1000) RECA expense.

5- A motion was made, seconded and carried to buy a MAC Notebook computer to create better video products for FAAR and RECA.(\$2000) Cost split 50/50 with FAAR and RECA.

6- A motion was made, seconded and carried to purchase a video digital camera for taping of classes and other RECA projects. RECA expense.

*There an abstention vote on #2-6 and a no vote on #1.*

**FYI & Correspondence**

Sherry Bailey reviewed the correspondence.

**Executive Session was held.**