

**Greater Portland Area Chapter
Women's Council of Realtors**
March 22nd Board Meeting
PMAR Boardroom

Attendees: Judy Eberle, Mary Carleton, Jennifer Patterson, Julie Morris, Jill Gregory, Dianne Edwards, Kerri Steinmann, Brandy Schumacher, Pat Dale, Cathy Mankus, and Nancy Hess

Excused Absentees: Shelby Bishop, Deana Doney, Dona Winowski, Karen Wegner, Jorie Barnum, Sally Moshofsky, and Lindsey Culver.

Absentees: Mark Turnbull

Meeting called to order by President Judy Eberle at 9:00AM

Minutes- One change was noted; Kerri Steinmann will make the change and email this to the board.

Treasurer's Report- Jorie Barnum is out today dealing with something personal. She will be emailing the report to Judy, ASAP.

Motions Passed

Jill Gregory made a motion for WCR Portland Chapter sponsor a wine tour bus for 10, to be raffled off at the Fashion Show at \$100 minimum bid, per seat. Dianne Edwards made a second motion, and the board approved.

Committee reports

Fashion Show: Tickets are available for sale, and the committee would like to see each board member take tickets to sell and promote the event. There are very specific guidelines included in each packet, so that everyone is accountable for what they take and what they sell. We are still in need of one major sponsor, as well as some other sponsors, in order to keep to the budget. Judy had discovered recently that the event coordinator she spoke with in September, mad a mistake with some of the equipment needed. She will be talking to them again to straighten things out, however, it could be an additional cost. If there is a cost involved, we may need to procure another sponsor for the event. We are also in need of more auction items, for the event. Lindsey is in need of help to bring in all of the items, and with procurement. Jennifer Patterson said that she would help to sponsor the "Wine Tour" bus. In the event we need another bus, she could help to off set the cost for the additional expense.

Luncheon Patrons: Karen Wegner has been working very hard to procure patrons for our luncheons. She has done a fabulous job to keep this program successful.

Raffle: Nancy Hess is working hard and doing a great job. She will put together a donation receipt to give to the donators, for tax purposes. She will also put together a donation form to have at the luncheons, to encourage more raffle items to be donated by our members and guests. She has asked for some help to work the room, during the luncheons. Judy will email her the names of some new members who would like to get involved. Jill has suggested that we use the bigger ticket items for the actual raffle giveaway vs. using them for the business card drawing. i.e. Home Seekers ad to be used for the raffle, bottles of wine to be used for the business card drawing.

Hospitality: Pat Dale has spent approximately \$38 on the goodies for the last luncheon. She purchased 120, and passed out 108, collecting 8 after the luncheon. She will collect any extras to be used in the goody bags on the Casino Bus Trip.

Casino Bus: The committee will be meeting next week to work out the details. We should expect to see this event, sometime in June.

Publicity: Jill has been sending flyers to metro area Realtors; it seems to help increase our guest attendance. *PMAR* is helping out with a ½ page ad, at no cost to *WCR*, in their upcoming newsletter, which circulates to all *PMAR* members. They will also include a one time spot on *Women's Council* events, in the Friday Facts e-newsletter. In addition, Jill is also sending out an email notice to all of our membership, each month before the luncheon.

Membership committee report: Currently we have 104 National members and 72 local affiliates. We are still pushing for an annual goal of 250 members, and we are optimistic about hitting the mark. Our membership drive will end on March 31, and we will be able to find out our retention rate after that. So far we've had several applications turned in with no sponsor names. Julie will send the list of names without sponsors to the board; if anyone notices someone they helped to join, please let Julie know, immediately. It has been difficult to keep track of the contest without names, however there are handfuls that have come in with names on them. Julie will be holding another orientation before the next luncheon, and she would like for the board to attend, as well. There will be a few board members in another training that week, who will be unable to make it.

Newsletter: The newsletter is almost complete. Jill Gregory is now taking this position over for Kerri Steinmann, who is not able to take this on any longer. Jill is familiar with the template, and has found it very easy to work with.

Reservations/Sign-in table/no show bill: Cathy Mankus has taken over this position for Deana Doney, who is not available to take this on any longer. Cathy will be updating the board ~~quarterly~~ **monthly**. At the last luncheon, the MAC charged us for 104 plates, and we were served 109, and there was at least 1 person who did not get a meal. The records indicate that there were 6 no-shows; clearly we had more people than what we had

planned for. A few things to think about for the future; large groups, should pay in advance on Pay Pal, through our website? Or if a large group has one person who is responsible for payment, the group should wait to go inside, until that person is there to pay. This will be helpful to ensure a smooth reservation and sign-in process. Cathy will send an email confirmation for reservations made by email, however, there will be **no** voicemail confirmation. The tickets were helpful to track the numbers, and the MAC was very helpful with redeeming the ticket for a meal. We are still seeing about a 40% Realtor to 60% Affiliates in our attendance.

Website update: We have Pay Pal set up and members can now pay for all year on line, by going to our website and following the instructions. Judy would like for all of the board to review our website and let her know if anything else should be updated.

New Business

We will be utilizing the photos on the screen during the networking time, before the luncheon. Before Judy goes up to the podium, we will be calling the room's attention to our new "Get Ready" DVD. Then Judy will call the meeting to order with the Flag Salute and Inspiration to start our meeting.

The RMLS Trade Show will be held on April 26th, and we are in need of some members to manage our booth. We will be doing a drawing for a free national membership, and we will also be giving away the WCR Flasher Heart pins to light up the room with our brand. Mary will take charge of this event and coordinate with everyone to get it taken care of

***Please note our next Board meeting will be on April 26th. (Judy will confirm this with an email)**

**Meeting adjourned at 10:25AM
Minutes taken and submitted by: Kerri Steinmann**