



## MINUTES

**Southeast Minnesota REALTORS®  
BOARD OF DIRECTORS  
SEMR Lower Level  
February 16<sup>th</sup>, 2022  
10:00 am**

### **Strategic Intent Statement**

We are currently a transitioning trade association. Our research and focus groups' input suggest that our association must evolve in conjunction with the changing real estate industry into a business model and organization that understands and reflects the needs of our members, not just today but in the future, in order to serve the members' best interests, the interests of our communities, industry and market in a professional, and ethical manner.

As part of the development of our strategic intent statement, SEMR revised their mission and strategic initiatives as follows:

### **Mission Statement**

To provide members the resources they require allowing them to serve their customers and clients professionally and ethically.

To advocate for an environment conducive to selling and buying real estate, including the protection of property rights.

### **Strategic Initiatives**

1. To convey availability of resources to members.
2. To transition members from joining to belonging. To select/recruit and mentor future leaders.
3. To actively participate in NAR and MNAR advocacy efforts, along with local efforts, including Calls to Action, information distribution and RPAC.

4. To be the Voice for Real Estate in southeast Minnesota, including promotion of market statistics, trends and issues through press releases, interviews, etc. Additionally, reach out to the community by engaging in community activities through events and volunteerism in order to promote the value proposition of using a REALTOR.

**MEMBERS PRESENT:** Adam Howell, Michelle Jandt, Joe Skime, Jacob Smith, Justin Ohnstad, Charlotte McCabe, Athieei Lam, Caitlyn Hughes, Patrick Peterson, Tracie Fogelson, Megan Hobson, Hannah Lee, Mary Lindgren, Karl Rogers. **STAFF:** Eric Brownlow, Margaret Heise.

### **Consent Agenda**

- A. Approve the Minutes of the October 2021 Board of Directors Meeting (as presented)
- B. Approve the Minutes of the Standing Committees (as presented)
- C. Approve the November Financials (as presented)
- D. Accept membership report (as presented)

### **Agenda**

1. Meeting was called to order at 9:00 a.m.
2. BOD Installations – Adam Howell installed new Directors Athieei Lam, Hannah Lee, Charlotte McCabe, Megan Hobson and Caitlyn Hughes.
3. **MOTION:** Approve the Consent Agenda.  
**ACTION:** Passed
4. BOD Introductions and Orientation – done by Adam Howell
5. **MOTION:** Approve Excused Absences of Lisa Evans, Carrie Klassen, Darcy Morescki, and Jennifer Walsh.  
**ACTION:** Passed

6. Treasurer's Report – Joe
  - Current 2022 Financials – As Presented
  - Membership Numbers – As Presented
  - Directors would like to have a “how to” on how to better understand the financials.
  
7. NAR Required Bylaws Changes

**MOTION:** Accept the NAR Bylaws changes as presented.

**ACTION:** Passed
  
8. Government Affairs / RPAC Report

Housing Day at the Capitol is coming up on March 7  
Reminder was made that all Directors are expected to donate \$50 minimum  
We made our Participation Goal of 37% this year and also dollars raised goal, but did not get enough major investors to win the Triple Crown Award.  
Need more people in different hubs to help with Government Affairs Committee to keep up with everything going on in the different areas
  
9. Building Inspection – we had an inspection of our building on January 18. A full report will be e-mailed out. We need landscaping to keep water out of the basement, it was also mentioned that one of our furnaces is from 1995 and one of the A/C units needs to be replaced.
  
10. SEMR Giving Campaign

**MOTION:** Form Committee to bring back ideas to April Meeting.

**ACTION:** Passed

Committee to include Michelle Jandt, Patrick Peterson, Mary Lindgren, Tracie Fogelson, Caitlyn Hughes, Lisa Evans, Jacob Smith, Charlotte, McCabe, Margaret and Eric.
  
11. President's Report – Adam - None
  
12. CEO Update –
  - Plat Drawers and ST – Will be registering the plat drawers in ShowingTime so that they can make appointments
  - Staffing Levels – to start interviewing next week
  - REALTOR Rally – Good turnout and comments
  - Media Day – KIMT interviewed officers and put on TV, Post Bulletin put article in the paper.

Patrick Peterson made a request for funds to commemorate member Cheri Crigler Eddy who recently passed suddenly to help pay for a bench in a Winona Park. Could be either from the SEMR Board or personally.

It was suggested that Patrick send a written request to Eric for a \$500 donation. Possibly could come from the Friendship Fund.

13. Adjourned at 12:05 p.m.

**Next meeting – April 13th – 10:00am**

**Calendar Invites To Be Sent For All Future Meetings Today**

**SEMR Lower Level**