



Minutes

Southeast Minnesota REALTORS®
BOARD OF DIRECTORS
1517 16th St SW Rochester
February 17th, 2021
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, Kat Rasmussen, Michelle Jandt, Carrie Klassen, Jacob Smith, Tracie Fogelson, Jon Ryan, Darcy Morescki, Karl Rogers, Mary Lindgren, Justin Ohnstad, Lisa Evans, Joe Skime, Steve Lillestrand, Jason Zubay. **Staff:** Eric Brownlow, Margaret Heise.

Consent Agenda

The President will request a motion to approve all items on the Consent Agenda in one motion. If you would like to discuss any item on the Consent Agenda, please contact the President and have the item removed from the Consent Agenda for separate consideration.

- A. Approve the Minutes of the December 2020 Board of Directors Meeting (as presented)
- B. Approve the Minutes of the Standing Committees (as presented)
- C. Approve the January financials (as presented)
- D. Accept membership report. (as presented)

Agenda

1. Consent Agenda – Adam
Motion: Approve the Consent Agenda with corrections to read: Minutes of December meeting and January Financials”
Action: Passed
2. Request for Excused Absences: Jennifer Walsh, Pam Schmidt and Patrick Peterson (on Zoom); Joseph Eslait.
Motion: Approve request for excused absences.
Action: Passed
3. Appointment of SEMR Rep to NorthstarMLS Board of Directors – Adam
Motion: Appoint Brian Rossow for another term on the NorthstarMLS Board of Directors.
Action: Passed
4. Treasurer’s report – Michelle
- Current 2021 Financials – Michelle reported that we are running on budget, nothing unexpected
5. MNR Leadership Discussion – Via Zoom
We had updates from State Leadership, TJ Simon, President; Jason Miller, President-Elect and Bob Clark, Immediate Past President.
TJ discussed everyone working together and being respectful of each other.
Jason talked about using resources the State Association offers, the Why in Realty, We Are Minnesota, etc.
Bob discussed RPAC and why it’s important to give. This year especially they kept us deemed us essential workers, prevented unnecessary mandates on transactions and protected short term rentals from having significant tax increases.
6. SEMR Giving Campaign Update – Adam
Tracie went over the terms of the SEMR Giving Campaign 2021 whereby each hub is challenged to raise up to \$10,000 for community projects in their area that can be matched by funds from SEMR.

She also discussed a fundraising website called 4Giving Fundraising that is a free site that we can use to accept donations. We can set up a page for each hub and receipts are given as members and/poor the public make donations.

Rochester has determined that Bear Creek Services and Hiawatha Homes will be their recipients. None of the other hubs have yet determined recipients but are meeting within the next week.

7. Bylaws Election Results and Certification – Kat

The Bylaws Amendment vote was opened on 2/1/21 and closed on 2/15/21 at 3:00 p.m. Total membership at the time of the vote was 1036 members. According to current Bylaws, a Bylaws Amendment change can only occur if a quorum of members are present for the vote. A quorum is described as 50% of total membership plus 1. 50% plus 1 is 518 voting members. The yes votes prevailed on both amendment questions. The MLS only question was sent out in two emails due to MLS only.

Motion: Certify the results of the election.

Action: Passed

8. Affirmation of Bylaws Committee – Adam

Will now need to go through the bylaws and determine needed changes and review with attorney, this will include change of fiscal year. Set up Bylaws Committee again: Tracie Fogelson, Steve Lillestrand, Justin Ohnstad, Kat Rasmussen.

9. Policy Discussion –

Adam led with the anti-trust statement.

Aaron Perleberg brought his concerns to the Board about the ways some of the vendors that receive the IDX feeds are using the MLS listings alongside FSBO listings. Perhaps we need to strengthen our policies so that our listings don't go to 3rd parties to be sold.

Considerable discussion took place regarding IDX, syndication and use of our listings. The IDX feeds do come through NorthstarMLS and brokers sign IDX contracts with Northstar for those feeds to go out.

Motion: Have our Attorney review IDX & syndication policy at local level with a task force led by Aaron Perleberg, members to be named, not to exceed total of 4.

Action: Passed

10. Recent RE Acquisition News – Discussion

The recent acquisition of ShowingTime by Zillow was discussed and is being closely followed by the NorthstarMLS board as well as us, locally.

11. President's Report – Adam

The MLS BOD will be meeting on February 24, they will be discussing the MLS fees and bylaws changes for them as well.

Updated Calendar were handed out. Mark Leadership Training in Wilmar

Be sure to respond to current Call for Action

12 CEO Update –
Education Updates – REALTOR Rally being held on March 18.
Membership Numbers were distributed to BOD members

Adjourned at 11:45 a.m.

Next meeting – April 21st, 2021 – Empire Events Center (10:00am)
- 1517 16th St SW - Rochester



T.J. Simon

President

Wolff & Simon Real Estate
Park Rapids, MN



Jason Miller

President-Elect

Premier Real Estate Services
St. Cloud, MN



Emily Green

Treasurer

Sandy Green Realty
Emily, MN



Bob Clark

Immediate Past President

Lynskey & Clark Companies
Stillwater, MN