



MINUTES

Southeast Minnesota REALTORS®
BOARD OF DIRECTORS
1517 16th St SW Rochester
June 16th, 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 Rasmussen, Pam Schmidt, Jacob Smith, Jennifer Walsh, Justin Ohnstad, Patrick Peterson, Steve Lillestrand, Joe Skime, Karl Rogers, Mary Lindgren. **Staff:** Eric Brownlow, Margaret Heise.

Minutes

1. **Motion:** Approve the consent agenda.
Action: Passed
2. **Motion:** Approve Excused Absences for: Tracie Fogelson, Jon Ryan, Jason Zubay, Darcy Morescki, Lisa Evans
Action: Passed
3. Safety App Presentation was made by Helen Hudson, CEO and Founder, SafeShowings App
June is Safety Month and through June, the app is available to us for \$2000 per year to cover all of our members and the offer is good for 5 years. She would give us a link then for agents to use to get the app.

Motion: Move forward with Safe Showings App.

Action: Passed

Motion: Add Continuing Education Safety classes.

Action: Passed

4. Treasurer's report –
Current 2021 Financials – As Presented
On the P & L Budget Performance Sheet, under Income, Lines 4120 and 4200 are running high due to a surge in new members that is outpacing members leaving. Also, t Line 4835 which is Miscellaneous income contains money will be transferred to the HUBS social accounts and pass thru as expenses due to the Giving Campaign. Income exceeding budget on line 4860 is due to raising the billing for sold services and seeing no drop off of membership.

Expenses are coming in line with our budget expectations almost across the board.5600. We are running over on our Education Expenses mainly due to the classes we are holding at no cost like New Member Orientation are not getting countered by paid classes due to COVID. The other factor is that the Mini REALTOR Rally was a slight loss due to us not being able to bring in more than four Affiliate Sponsors. Financially the association is in very good standing financially.

5. Northern Lights Leadership
October 14th, Little Crow Resort (New London, MN)
Block of rooms reserved for the night of the 13th. Double Queen - \$89. King Suite \$94.
Leadership Event starts at 9am on October 14th with wrap up expected by 4:00pm.
Please let Eric know if you will not be attending. Pam Schmidt said she will not attend.

6. SEMR Giving Campaign Update
Albert Lea – Albert Lea is at about \$6400 and is having an event at the lake on Thursday night hoping to get closer to their goal.
Austin – Austin is close to their goal and will make it. There is going to be an event at the Farmer’s Market this Friday night.
Owatonna – had a very successful picnic with Silent Auction and fundraiser making over \$4K. They are well over halfway there and still having a raffle to sell tickets for.
Rochester – is about halfway to goal and is in the midst of a raffle also. If they get their tickets sold, they will make their goal.
Winona – is at about \$5800 and has a fundraiser picnic planned for June 24, hoping to get to their goal.

7. BOD Back to Business –
Carrie made a plea for all leadership to participate in RPAC to help meet our goals. She also encouraged leadership to be involved in association activities, such as the Austin representatives attending the ribbon cutting at the new MN Secured Title location. There are always various activities and events going on in the different communities and it is important for SEMR leadership to show up.

8. Change To SEMR Bylaws (Fiscal Year) –
Motion: Change the fiscal year to coincide with the calendar year
Action: Passed.

Motion: Change dues billing to be due November 1 each year, late fee December 1.
Action: Passed.

9. MNR BOD Meeting
Mary gave committee reports from the MNR board meeting. The State Convention will be in St. Cloud in September, she encouraged attendance, there will be a sale date in July. They will be taking applications for Good Neighbor Awards. Professional Development has videos on multiple offers. Emily Green is the 2022 President Elect/ David Lanpher for 2022 Treasurer.
Board voted down \$5 dues increase, dues remain at \$185.

10. Policy Discussion – Supra Users Background Checks

Motion: Add all current or all new unlicensed e-key users be required to pass background checks.

Action: Passed

11. Appointment of Budget Committee

Budget Committee Chair – Michelle

Members appointed: Justin Ohnstad, Jacob Smith, Carrie Klassen, Joe Skime

12. Presidents Appointment to The Board of Directors

Kat Rasmussen announced her resignation to the Board due to her upcoming relocation to Texas at the end of the month.

Adam appointed Mary Lindgren to the position of President Elect until December 31.

13. President's Report

Adam would like to have everyone think about how to answer the question "What does Association membership bring to me?", i.e. Why belong to the Association?

Discuss how to answer this when members ask at the next meeting.

14. CEO Update –

The local association gets \$80K in RPAC money and the state asks us to give it to them and then we have to ask to give it back to them. There are advantages to this.

Motion: Give the \$80K back to state to disperse.

Action: Passed.

15. Motion/Second: Adjourn

Next meeting – August 18th, 2021 – SEMR Lower Level