



## **MINUTES**

**Southeast Minnesota REALTORS®  
BOARD OF DIRECTORS  
Empire Events Center  
1517 16<sup>th</sup> St SW  
October 21st, 2020  
9:00 am**

### **Strategic Intent Statement**

We are currently a transitioning trade association. Our research and focus groups' input suggests 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.

**Present:** Adam Howell, Kat Rasmussen, Carrie Klassen, Michelle Jandt, Steve Lillestrand, Mary Lindgren, Tracy Fogelson, Jason Zubay, Lisa Evans, Joseph Eslait, Karl Rogers, Joe Skime, Jacob Smith. Staff: Eric Brownlow, Margaret Heise.

### **Consent Agenda**

- A. Approve the Minutes of the February 2020 Board of Directors Meeting (attached)
- B. Approve the Minutes of the Standing Committees (Attached)
- C. Approve the September 2020 financials (Attached)
- D. Accept membership report.

### **Leadership Ceremony**

Adam Howell was sworn in as 2020-21 President by 2019-20 Past-President Carrie Klassen. Adam then swore in the 2020-21 Board of Directors.

### **Agenda**

1. MOTION: Motion to Approve the Consent Agenda.  
ACTION: Passed
2. MOTION: Approve absences for Justin Ohnstad, Pam Schmidt & Darcy Morescki.  
ACTION: Passed
3. Board Orientation – Adam reviewed the Confidentiality Policy for the Board and asked all present to sign it. He also reviewed the Conflict of Interest Policy.  
All Board members received binders that included the following:
  - Sexual Harassment Policy
  - Robert’s Rules
  - Meeting ScheduleBoard members are asked to bring these binders to all Board meetings.
4. Treasurer’s report – Michelle Jandt  
Board members were given Monthly and Year End Financials  
We currently have about 16 months of reserves. Our membership currently remains stable.
5. MOTION: Appoint Mary Lindgren as MNR Board Member  
ACTION: Passed
6. Full BOD RPAC Investment – Carrie reminded everyone that as a board member, they are expected to donate to RPAC. It is important that we contribute as they kept us identified as Essential Workers. She listed some points to encourage others to give.
7. President’s Report – Adam discussed the bylaws changes that need to be made to allow the bylaws to be changed by the Board of Directors rather than a vote of the membership in order to allow for ease and speed. This will be addressed at the annual meeting.

8. Government Affairs – Election preview
9. CEO Update – Eric  
New website goes live  
Northern Lights Leadership - Mark your calendars for March 11 at the Little Crow Event Center in New London, MN
10. Adjourn

**Next meeting – November 16<sup>th</sup>, 2020 – 10:00 am  
(Empire Events Center)**