



## MINUTES

**Southeast Minnesota REALTORS®  
BOARD OF DIRECTORS  
Zoom Meeting  
December 16<sup>th</sup>, 2020  
10:00 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: Members:** Adam Howell, Kat Rasmussen, Michelle Jandt, Carrie Klassen, Pam Schmidt, Jacob Smith, Jennifer Walsh, Justin Ohnstad, Tracie Fogelson, Joseph Eslait, Patrick Peterson, Jon Ryan, Darcy Morescki, Karl Rogers, Mary Lindgren. **Staff:** Eric Brownlow, Margaret Heise.

### **Consent Agenda**

- A. Approve the Minutes of the October 2020 Board of Directors Meeting
- B. Approve the Minutes of the Standing Committees (as emailed to the Directors)
- C. Approve the November financials
- D. Accept membership report.

### **Agenda**

1. **Motion:** Approve the Consent Agenda.  
**Action:** Passed
2. **Motion:** Approve Excused Absences for Joe Skime, Steve Lillestrand, Lisa Evans and Jason Zubay.  
**Action:** Passed
3. **Motion:** Appoint Karl Rogers, Darcy Ihrke, and Deb Quimby to be the SEMR Reps to NorthstarMLS ACC.  
**Action:** Passed
4. Treasurer's report – Michelle  
It is early on in our fiscal year but we are tracking on budget. There will continue to minor budget tweaks as we continue to look to being as lean as possible without having any changes to member services or staffing.
5. RPAC Update – Carrie  
We have been hitting participation number goals but missed qualifying for the Triple Crown Award again by being short one major investor. All Board members should invest.
6. Budget Reserves Discussion – Michelle  
Options of member services, free education, building updates were discussed. The Executive Committee recommended doing a challenge to the Member Service Committees in the hubs to raise money that would be matched by the Board and then donated to their designated Community based project.  
**Motion:** Create a sub-committee/task force that will make up guidelines for these groups.  
**Action:** Passed  
The committee will consist of Michelle Jandt, Karl Rogers, Tracie Fogelson, Jennifer Walsh and Carrie Klassen.
7. Removal of Members for Unpaid Dues – Adam  
Emails and phone calls have been made to member and broker – No response

Eric represented by last four digits of license numbers three members that have not paid their dues at this time.

**Motion:** Remove the 3 identified members.

**Action:** Passed

8. Buyer ‘love letter’ discussion – Kat

The “Addendum to the Listing Contract-Personal Buyer Letter Disclosure form was presented for discussion.

It was discussed whether we should we offer this to broker members as their option to use.

**Motion:** Add the Addendum to the Listing Contract-Personal Buyer Letter Disclosure as an optional to the SEMR folder.

**Action:** Passed

Eric will send a letter to brokers making them aware of it and that it is optional for them to use.

9. President’s Report – Adam

Bylaws Update – We need to get many more votes to get this passed. Board members need to push in your offices and with your broker.

It was suggested that we do a video in the newsletter asking for votes.

So far 140 members have voted (127 – yes)

Bylaws Update – MLS

Again, push in your office

140 votes (128 – yes)

**We need at least 50% of membership to vote or it dies**

10. CEO Update –

Rebuild MSP – we received a framed Certificate of Appreciation

We also received a Thank You letter from RAEDI outlining their projects this year

The Lawrence Yun update is being recorded.

Pathway to Achievement -will be reaching out to brokers in February

The septic rules have also been pushed back.

The DOJ case has also been pushed back, vote will likely take place in May

11. Motion: Adjourn at 11:10 a.m.

Action: Passed

**Merry Christmas!**

**Next meeting – February 17<sup>th</sup>, 2021 – Empire Events Center (10:00am)**  
**- 1517 16<sup>th</sup> St SW - Rochester**