

April 17, 2008

Board of Director Minutes
Wilmington Regional Association of REALTORS®
1444 S. 17th Street

Attending	R. J. Alexoudis	Jonathan Barfield	Melanie Bertrand	Bryan Greene
	Bob Jamieson	Dan Kibler	Susan Lacy	Sharon Laney
	Mary Martin	Russ May	April McDavid	Bob McKoy
	Karen Parkin	Vance Young		
Staff:	Jerry Panz			

President Susan Lacy called the meeting to order at 8:30 AM. April McDavid led the pledge of Allegiance to the Flag and Jerry Panz gave the invocation. All members of the Board of Directors received notice of the meeting.

The Board reviewed the draft of the 2008-2009 Strategic Plan with consultant Jim Manke. Three questions were considered: **Is everything Vision and Mission focused? If someone came into the WRAR would it be understandable to them? Is it challenging, yet achievable?** On a motion duly made, seconded and carried the Plan was approved as attached.

The Board considered the Background Paper on Board of Directors. On a motion duly made, seconded and carried the Board approved a policy change to require that one member of the Recruiting/Certifying Committee be appointed from among the current Board of Directors.

Patrice Willetts, NAR Director gave a report on NAR activities. The NAR directors from NCAR have recommended that Ronnie Thompson be endorsed as the 2015 NAR President. Patrice also serves on the UNCW & City of Wilmington Community Relations Taskforce. WRAR has participated on this Task Force for four years. The Task Force is asking for funding a DVD production that will help students, parents, property managers, etc., deal with the issues surrounding student housing in the community. WRAR would receive advertising printed on the DVDs. On a motion duly made, seconded and carried the Board approved \$1,000.

Bryan Greene, RCA President reported on the activities of the REALTORS® Commercial Alliance of Southeastern North Carolina.

Carey Disney Ricks, GAD, discussed the Pender County commissioners' race. The Candidate Interview Task Force recommends that Tom Roper be endorsed and that a NC RPAC request be made in the amount of \$1,000. For New Hanover County commissioners' race, the Task Force recommends endorsement for Jonathan Barfield, Jason Thompson and Bill Kopp and that a NC RPAC request be made in the amount of \$1,000 for each. On motions duly made, seconded and carried the above were approved.

The Board discussed the Role of the Board of Directors in Reviewing and Ratifying Ethics Hearing Panel Decisions from the *Code of Ethics and Arbitration Manual*.

The Board went into an executive session to discuss a Recommendation from the Professional Standards Committee. On a motion duly made, seconded and carried approved their recommendation.

By Consent the following was approved:

- 1) The Consent Agenda (attached)
- 2) The minutes of this meeting

There being no further business the meeting adjourned at 11:13 AM.

A handwritten signature in black ink that reads "Jerry S. Panz". The signature is written in a cursive, flowing style.

Jerry S. Panz, CAE, e-PRO, RCE
Secretary

Consent Agenda

April 17, 2008

Acknowledgement of:

- 1) Financial Statements for March 2008
- 2) Possible terminations for nonpayment, if any, were noticed to the President
- 3) Membership Reports
- 4) Minutes from March 19, 2008 meeting
- 5) Minutes from email vote on March 30, 2008
- 6) Staff overtime hours March 15-April 13
 - a) Committee Reports
 - b) Property Management Council
 - c) Member Services
 - d) Partners for Affordable Housing

Action Items

1. Approving minutes from the March 19, 2008 meeting
2. Email vote requesting matching grant from Homes4NC in the amount of \$2,500 for the Affordable Housing Coalition of Southeastern NC (minutes created March 31, 2008) was approved.
3. Email vote requesting RPAC checks for Julia Boseman and Danny McComas was approved

March 15- April 17, 2008 Board of Directors (BOD)

DESIGNATED REALTORS®

Laura K. Boivin, Cape Fear Real Estate Connection
Ronald L. Bond, Brody Realty
Susy Humes, True Dimensions, Inc
Robert K. Hunoval, Gulf Stream Real Estate
Clifford J. Ray, Richard Ray Real Estate
Virginia D. Tyndall, Intracoastal Realty Corp.

ALLIED MEMBERS

Vickie E. Edwards, J.P. Morgan Chase Home Lending

NEW REALTOR® MEMBERS

Joseph C. Giuffre, Wilkinson & Associates
Beth A. Hope, Carolina Coast Realtors
Chelsea L. Kimrey, Weichert, Realtors - Coastal Choice
Annah L. Norris, Clark Communities
William M. Ownbey, Prudential Burroughs & Chapin Realty, Inc
Teesta S. Sullivan, Laney Real Estate Co.
Pamela A. Valente, Prudential Burroughs & Chapin Realty, Inc
Ian Vaughn, Intracoastal Realty Corp
Meredith S. White, Prudential Burroughs & Chapin Realty, Inc
Stephen C. Williams, Coldwell Banker Sea Coast Realty
Ziad A. Yusuf, CENTURY 21 Brock & Associates

RESIGNATIONS

Cathy B. Blake, A Beach Place Realty LLC
Jeff Cunningham, Intracoastal Realty Corp
Rasa Love Cunningham, Intracoastal Realty Corp
Manuel G. Fernandez, Power House Realty
Cynthia Heunemann, Weichert, Realtors - Coastal Choice
Johanna F. Hilla, Century 21 Sweyer & Associates
Logan Atkinson Hunt, RE/MAX Coastal Properties
Andra L. Knight, Platinum Properties USA LLC
Caleb J. Lee, Century 21 Sweyer & Associates
Frank M. Montano, Keller Williams Realty
Sean D. Scanlon, Platinum Properties USA LLC
Andrew P. Taber, Taber Real Estate
Timothy S. Upham, Laney Real Estate Co.

NEW OFFICES

Brody Realty
Cape Fear Real Estate Connection
Gulf Stream Real Estate

True Dimensions, Inc

TRANSFERS

Robin L. Arnaud to RE/MAX Coastal Properties
Robert L. Ashmore Sr. to Wilkinson & Associates
Claudia J. Assell to Coastal Relo Associates
Jennifer Ault-Holcombe to Intracoastal Realty Corp
Julie E. Bass to Coldwell Banker Sea Coast Realty
Madeline M. Batson to RE/MAX Coastal Properties
Madelyn S. Bodford to Harley & Associates Commercial Real Estate, Inc.
Crystal L. Bullock to Coastal Relo Associates
Gene Bush to Envirian of Wilmington
Heather L. Carroll to Cape Fear Real Estate Solutions
Shari L. Clemons to Coldwell Banker Sea Coast Realty
Mary Ellen Condon to Coldwell Banker Sea Coast Realty
Thomas Condon to Newland Communities, LLC
Veda M. Conti to Intracoastal Realty Corp
James Danetra to Exit Homeplace Realty
Olivia Dorsey to RE/MAX Coastal Properties
Alice W. Farrell to Coldwell Banker Sea Coast Realty
Camille C. Harrell to Southeastern Real Estate Co, Inc.
Gilbert J. Hirscher Jr. to Intracoastal Realty Corp
Jenna Holland to Intracoastal Realty Corp
Dana C. Little to Coldwell Banker Sea Coast Realty
Peter R. Mairs to Intracoastal Realty Corp
Cami Marley to Intracoastal Realty Corp
Shirley A. Mazzeo to RE/MAX Coastal Properties
Kevin E. McGrew to Wilkinson & Associates
Cynthia A. McMunn to ERA Tetterton Management Group
Wendy Melville to Hanover Realty
Brian M. Moxey to Century 21 Sweyer & Associates
Terri M. Naylor to Intracoastal Realty - New Homes
Hilary M. Nixon to Intracoastal Realty Corp
Kelly J. O'Donnell to Coastal Relo Associates
Jennifer O'Hara-Beard to Intracoastal Realty Corp.
Deborah L. Page to Intracoastal Realty Corp
Teresa C. Parker to Intracoastal Realty - New Homes
Karen D. Parkin to RE/MAX Coastal Properties
David Peebles III to Intracoastal Realty Corp
Sherri L. Pickard to Coldwell Banker Sea Coast Realty
Meredith H. Rouse to Coldwell Banker Sea Coast Realty
Todd J. Toconis to Intracoastal Realty Corp
Rocco Villari to Envirian of Wilmington
Jennifer L. Yochheim to Waterford Realty, Inc.
Stephanie L. Yousefnejad to Autumn Hall Realty LLC
Shirley James to Intracoastal Realty

REINSTATEMENTS

John R. Femia, Century 21 Sweyer & Associates
Gregory M. Landen, Keller Williams Realty
Joyce Nunes, Prudential Burroughs & Chapin Realty, Inc

Terminations

Christopher Dennig
Janet Howard
Jason Kennedy
Rebecca LaForest
Jennifer O’Hara Beard
Yanira Qualls
Zulima Smith
Donna Tull

Member Totals As of	February 19	March 14	April 9
Designated REALTORS®	472	475	466
Pending	2	3	3
REALTORS®	1,678	1,701	1,697
Subtotal	2,152	2,179	2,166
Non REALTOR® Licensees	35	36	39
Secondary REALTORS®	121	124	123
Allied	104	106	106
Total	2,412	2,445	2,434

March 19, 2008

Board of Director Minutes
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Attending	R. J. Alexoudis	Jonathan Barfield	Melanie Bertrand	Dan Kibler
	Susan Lacy	Sharon Laney	Mary Martin	Russ May
	April McDavid	Bob McKoy	Karen Parkin	Vance Young
Absent:	Bryan Greene	Bob Jamieson		
Staff:	Jerry Panz			

President Susan Lacy called the meeting to order at 10:09 AM. All members of the Board of Directors received notice of the meeting. Jonathan Barfield gave the invocation and April McDavid led the Pledge of Allegiance to the Flag.

By Consent the following was approved:

- 1) The Consent Agenda (attached)
- 2) Not opposing Chapel Hill Board of REALTORS® request to extend their jurisdiction to include Chatham County
- 3) Directing staff to see if the mediators in Brunswick County would agree to mediate ethics.
- 4) Reducing the Administrative Processing fees to \$250 for ethics complaints when the member agrees to use the Optional Waiver of Right to Hearing.
- 5) Directing staff to draft a background paper for a possible Bylaw change to permit those not recommended by the Recruiting/Certifying Committee to get their name on the ballot and a possible one-year director appointment by the president.
- 6) A change to the Policy Manual (see Background Paper on NCAR Directors and NAR Director [attached])

There being no further business the meeting adjourned at 10:59 AM.



Jerry S. Panz, CAE, e-PRO, RCE
Secretary

CONSENT AGENDA

March 19, 2008

Acknowledgement of:

Financial Statements for February 2008

Membership Reports

Staff overtime hours February 17-March 14

Committee Reports

Equal Opportunity and Cultural Diversity

Member Services

Past Presidents (no report but had luncheon on March 5th)

Partners for Affordable Housing

Action Items

1. Authorizing Staff to move \$100,000 to new NAR Credit Union
2. Approving minutes from the February 21, 2008 meeting

March 30, 2008

Board of Director Minutes
Wilmington Regional Association of REALTORS®
1444 S. 17th Street

Attending	R. J. Alexoudis	Jonathan Barfield	Melanie Bertrand	Bryan Greene
	Bob Jamieson	Dan Kibler	Susan Lacy	Sharon Laney
	Mary Martin	Russ May	April McDavid	Bob McKoy
	Karen Parkin	Vance Young		

Absent:

Staff: Jerry Panz

By Consent the Board authorized requesting a matching grant from Homes4NC for the Affordable Housing Coalition at a cost of \$2,500.



Jerry S. Panz, CAE, e-PRO, RCE
Secretary

WRAR Financial Narrative
Month Ending March 2008

Account Name	Monthly Narrative
Assets	
All Asset Accounts	In balance
Liabilities	
Due to Foundation	Thalian Hall donations
Income	
Education Fees (CE-Net)	Negative due to cancelling Ninja Selling course and refunding monies to those who were registered
Investment Income/Investment Value ML Funds	Loss in value of Merrill Lynch Mutual funds. Offset by Investment Income. \$5,673.31 positive
REALTOR [®] Initiation Fees	Less than current monthly budgeted amount. 15 new members in March. YTD Actual exceeds YTD budget
Transfer Fees	Exceeds monthly & YTD budget. 41 members transferred in March
Expenses	
Bank Service Charges	Below monthly & YTD budget. Will increase in November when annual dues are paid.
Deferred Compensation (IRA), Health Insurance, Taxes (FICA, ESC, FUTA), Technical Services, Telephone, & Wages Expense	Paid to MLS Quarterly (March, June, September, December)

Wilmington Regional Association of REALTORS®		
Balance Sheet as of March 31, 2008 Without Audit or Review by CPA		
ASSETS		
Current Assets		
Petty Cash	41.32	
Operating Account	18,705.06	
RPAC Transmittal Account	78.31	
Merrill Lynch Cash/Money Accts	607,558.14	
Merrill Lynch Mutual Funds	175,737.35	
Accounts Receivable	8,305.70	
Total Current Assets		810,425.88
Other Current Assets		
Investment in MLS	936,863.67	
Total Other Assets		936,863.67
Designated Assets		
Build Rsrv[2008] (223,130.34)	223,130.34	
Equip Rsrv[2008] (9,523.00)	9,523.00	
Furnt/Fixt Rsv[2008](5,208.00)	5,208.00	
Oper Rsrv[2008] (249,635.43)	249,635.43	
Total Designated Assets		487,496.77
Property and Equipment		
Land	917,456.34	
Land Improvements	10,248.25	
Office Furniture & Equipment	50,949.33	
Carpet & Drapes	6,929.13	
Computer Equipment	51,883.31	
Buildings	360,036.35	
Building Improvements	5,007.50	
Accumulated Depreciation	(286,691.00)	
Accum. Depreciation-Buildings	(10,775.00)	
Accum. Depreciation-Bldg Imp	(6,780.00)	
Total Property and Equipment		1,098,264.21
Total Assets		3,333,050.53
LIABILITIES AND CAPITAL		
Current Liabilities		
Due to Foundation (Thalian Hall)	1,898.00	
Arbitration Escrow Deposits	500.00	
Total Current Liabilities		2,398.00
Total Liabilities		2,398.00
Capital		
Members Equity	2,968,127.38	
Net Income	362,525.15	
Total Capital		3,330,652.53
Total Liabilities & Capital		3,333,050.53

Wilmington Regional Association of REALTORS®					
Income Statement as of March 31, 2008 Without Review or Audit by CPA					
	Current Month Actual	Current Month Budget	Year to Date Actual	YTD or Annual Budget	Variance YTD
Revenues					
Allied Dues	187.50	0.00	15,147.92	14,795.63	352.29
Allied Initiation Fee	250.00	0.00	500.00	1,625.00	(1,125.00)
Education Fees(CE-Net)	(576.41)	0.00	20,369.92	51,712.75	(31,342.83)
Investment Income **	2,859.07	4,597.07	10,265.25	13,791.21	(3,525.96)
Investment Value ML Funds	(10,088.49)	0.00	(4,591.94)	0.00	(4,591.94)
Lease Income **	4,584.29	4,584.29	13,752.87	13,752.87	0.00
Miscellaneous Income	0.00	0.00	141.80	1,000.00	(858.20)
Newsletter Income	275.00	0.00	775.00	1,000.00	(225.00)
NSF Fees	0.00	0.00	75.00	0.00	75.00
REALTOR Dues	3,734.23	0.00	410,222.07	379,015.65	31,206.42
REALTOR Initiation Fees **	5,650.00	9,060.83	28,985.00	27,182.49	1,802.51
Reinstatement Fees **	275.00	323.75	3,770.00	971.25	2,798.75
Transfer Fees **	2,255.00	715.00	5,005.00	2,145.00	2,860.00
Total Revenues	9,405.19	19,280.94	504,417.89	506,991.85	(2,573.96)
Expenses					
Accounting & Consulting-CPA	0.00	0.00	3,250.00	6,000.00	(2,750.00)
Advertising	0.00	0.00	0.00	500.00	(500.00)
Bank Service Charges **	750.86	1,598.25	3,076.94	4,794.75	(1,717.81)
Committee-Affordable Housing	39.55	0.00	157.85	500.00	(342.15)
Committee-Appraisal Council	0.00	0.00	0.00	1,450.00	(1,450.00)
Committee-Diversity	0.00	0.00	0.00	3,200.00	(3,200.00)
Committee-Executive Roundtable	0.00	0.00	3,554.06	7,800.00	(4,245.94)
Committee-Member Services	2,634.74	0.00	14,681.94	32,487.00	(17,805.06)
Committee-Prof Develop	2,076.56	0.00	14,734.94	19,550.00	(4,815.06)
Committee-Property Management	0.00	0.00	0.00	2,325.00	(2,325.00)
Committee: Recruiting/Certify	99.87	0.00	99.87	0.00	99.87
Committee-Cape Fear Indep Brok	52.13	0.00	52.13	2,700.00	(2,647.87)
Committee-Young Broker's Counc	0.00	0.00	0.00	3,000.00	(3,000.00)
Contingency	0.00	0.00	0.00	18,000.00	(18,000.00)
Deferred Compensation **	2,752.09	917.37	2,752.09	2,752.09	0.00
Depreciation Building **	1,145.33	1,145.33	3,435.99	3,435.99	0.00
Directors Meetings	0.00	0.00	0.00	800.00	(800.00)
Dues and Subscriptions	0.00	0.00	173.99	700.00	(526.01)
Entertainment	0.00	0.00	48.43	1,500.00	(1,451.57)
Equipment Purchase/Lease	0.00	0.00	403.52	0.00	403.52
Flowers & Remembrances	83.08	0.00	125.28	2,500.00	(2,374.72)
Goal 1 Prof. Conduct/Ethics	0.00	0.00	0.00	3,335.00	(3,335.00)
Goal 2 Prof Development	0.00	0.00	0.00	10,200.00	(10,200.00)
Goal 4 Leg/Reg and Advocacy **	244.51	829.17	789.22	2,487.51	(1,698.29)
Goal 5 Markt/Comm. Pub Image	287.24	0.00	1,546.24	10,156.00	(8,609.76)
Goal 6 Association Operations	0.00	0.00	0.00	12,500.00	(12,500.00)
Goal 8 Community Involvement	0.00	0.00	0.00	17,650.00	(17,650.00)
Goal 9 Market Ownership	0.00	0.00	74.00	59,510.00	(59,436.00)
Insurance: D&O/E&O Excess	0.00	0.00	0.00	3,050.00	(3,050.00)

	Current Month Actual	Current Month Budget	Year to Date Actual	YTD or Annual Budget	Variance YTD
Insurance-Employee Bond	902.00	0.00	902.00	0.00	902.00
Insurance-Health **	7,128.00	2,376.00	7,128.00	7,128.00	0.00
Insurance-Property/Liability	0.00	0.00	0.00	6,500.00	(6,500.00)
Insurance-Workman's Comp.	0.00	0.00	0.00	994.27	(994.27)
Janitorial Services **	1,650.00	666.67	1,650.00	2,000.01	(350.01)
Legal Fees	0.00	0.00	975.41	2,500.00	(1,524.59)
Library	16.88	0.00	173.78	300.00	(126.22)
Maintenance-Building Grnds **	680.66	1,351.58	2,972.42	4,054.74	(1,082.32)
Miscellaneous Expenses	0.00	0.00	4.79	300.00	(295.21)
NAR Travel-Officers	1,238.94	0.00	2,873.94	23,599.00	(20,725.06)
NCAR Convention Expense	0.00	0.00	0.00	500.00	(500.00)
NCAR Directors Travel	1,216.93	0.00	2,675.57	17,265.00	(14,589.43)
Office Supplies	16.92	0.00	435.30	5,200.00	(4,764.70)
Pins & Plaques	0.00	0.00	186.83	2,700.00	(2,513.17)
Postage & Shipping	0.00	0.00	2,100.00	2,100.00	0.00
REALTORS Helping REALTORS	0.00	0.00	0.00	750.00	(750.00)
Strategic Planning	1,850.71	0.00	1,850.71	2,000.00	(149.29)
Taxes-FICA **	4,009.38	1,336.46	4,009.38	4,009.38	0.00
Taxes-Employment Security-NC**	141.05	11.75	141.05	35.25	105.80
Taxes-Property	0.00	0.00	0.00	11,808.00	(11,808.00)
Taxes - FUTA **	983.00	32.67	983.04	98.01	885.03
Technical Services **	4,204.94	1,401.64	4,204.94	4,204.94	0.00
Telephone Expense **	1,311.00	437.00	1,311.00	1,311.00	0.00
Travel & Educ.-EVP	588.86	0.00	1,163.86	7,000.00	(5,836.14)
Travel & Educ.-Staff	499.45	0.00	1,746.68	11,754.00	(10,007.32)
Utilities **	610.68	833.33	2,289.52	2,499.99	(210.47)
Wages Expense **	53,158.03	17,719.35	53,158.03	53,158.03	0.00
Total Expenses	90,373.39	30,656.57	141,892.74	406,652.96	(264,760.22)
Net Income	(80,968.20)	(11,375.63)	362,525.15	100,338.89	262,186.26



WILMINGTON REGIONAL ASSOCIATION OF REALTORS®

2008-2009 Strategic Plan

Version 1.0

March 2008

Presented by:
Jim Manke, CAE

Vision

The vision is a statement of what ideally the organization wants to be or what it wants to create for its members; it clearly prioritizes the values that the organization wants to realize in the future. The vision of the Wilmington Regional Association of REALTORS[®] is:

***To be the premier, innovative resource and advocate for real estate
in southeastern North Carolina.”.***

Mission

The Mission Statement specifies the fundamental reasons for the existence of the Association, establishes the scope of organization activities and provides overall direction. WRAR’s mission is:

To support and enhance the careers of our members.

Goals

GOAL 1: To provide quality educational opportunities which benefit our members.

GOAL 2: To provide quality information services, training, and support.

GOAL 3: To be the proactive advocate and resource for members on real estate issues.

**GOAL 4: To maximize the benefits and value of the REALTOR[®] and the REALTOR[®]
Association to both our members and the public.**

**GOAL 5: To have an organization which utilizes the expertise of volunteer leaders and
professional staff to attain its goals and ensure financial stability.**

Goal 6: To enhance the quality of life in our communities through member involvement.

PROFESSIONAL DEVELOPMENT / ENHANCEMENT

GOAL #1: To provide quality educational opportunities which benefit our members.

Objective 1A Continue providing risk management information to all members.

- Offer risk reduction program(s) locally.
- Address E &O insurance with small brokers.
- Continue providing our members with information on legal issues and keep them current through the use of periodic legal updates.
- Educate members on workers compensation and other independent contractor issues.
- Consider convening statewide conference on changing agency laws.
- Maintaining and promoting the *Best Practices Manual*

Objective 1B Continue offering designation courses and expand market to all of Region 2.

Objective 1C Continue providing quality orientation programs.

- Improve the new member orientation program by acting on feedback from recent new members.
- Place more emphasis at orientation on professional standards and *Best Practices* education.
- Provide two post orientation rookie classes.
- New agent networking quarterly sessions – education, RPAC, Boards of Directors' issues.
- Evaluate BIC orientation and determine which components can be moved to the website.

Objective 1D Continue providing continuing education courses to meet state licensing requirements and to enhance professionalism.

Objective 1E Provide resources for secretaries and personal assistants on the website.

Objective 1F Maintain an Under-40 years of age group in the Association and respond to their requests for services

Objective 1G Continue having forms classes when new forms are released.

TECHNOLOGY / INFORMATION SERVICES

GOAL #2: To provide quality information services, training, and support.

Objective 2A Provide quality information services for all members.

- Have full time Quality Control Officer.
- IDX education and regulator (same person).
- Expand scope to a regional data source.

Objective 2B Continue to provide and enhance MLS related software and training on the Rapattoni system.

- Address and rectify the members' issues with the Rapattoni system.
- Develop a plan to regionalize MLS database

Objective 2C Provide information on-line.

- Provide links to demographic, school and county information. Partner with school boards or e-neighborhoods. Schools auto populated.

Objective 2D Appoint a Technology Committee to provide information regarding the latest technologies.

- Training and resources, e.g. Plan, smart-phones, etc.
- Online transaction management.
- Technology and committee blogs.
- Developing a new website.
- Incorporate Web 2.0 technology to facilitate more social networking between members and improved communication between the members and association.
- Include a public property search component.
- Data aggregation to various search engines.
- Develop a tool for evaluating websites.

LEGISLATIVE, REGULATORY AND QUALITY OF LIFE ADVOCACY

GOAL #3: To be the proactive advocate and resource for members on real estate issues.

Objective 3A Identify and address key legislative, regulatory and quality of life issues.

- Establish a Legislative Committee
 - 5 RCA members and 5WRAR member appointed by the boards of directors
 - regularly reviews governmental issues and
 - has authority to make timely decisions.
- Maintain liaison with key elected officials.
- Actively promote member participation in Legislative Day.
- Establish and promote an annual Legislative event with membership and the General Assembly delegation.
- Establish and promote a breakfast between regional elected officials and key volunteers.
- Enhance the elections and endorsement process by revising the Political Candidate Endorsement Policy. **(Staff Note: Done—should be removed)**
- Provide for Governmental Affairs Director's participation in local, regional, state and federal conferences, conventions, and meetings. **Rationale: Could be member or other staff.**
- ~~Foster relationships with community and environmental interest groups (Coastal Federation, Keep America Beautiful, and the Chamber).~~ Coordinate with Goal 6 to promote affordable housing. **Rationale: Already in 6 A**

Objective 3B Educate, inform and promote participation in key legislative, regulatory and quality of life issues.

- Enhance member participation through the Forum for Your Issues on “as needed” basis.
- Use the Leadership Academy to train and encourage REALTOR® participation in regional public service vacancies.
- Maintain the governmental affairs section of website.
- ~~Provide governmental affairs information in Broker Breeze, Broker Briefing, RCA Weekly Update and on new web site.~~
- ~~Establish and distribute a governmental affairs briefing to members of the FYI.~~
- **Produce and provide a governmental affairs briefing as the primary outreach mechanism for governmental affairs**

information available to members via the web, direct subscription, or other association publications. NOTE: Staff recommend striking two previous bullets and combining them into one. FYI has been redesigned, it is not longer a "committee" but an information conduit on an "as needed basis."

- Utilize **Explore whether to use *Get Active*** software and institute a "get active" system for grassroots initiatives, coalition building, membership participation and issues mobilization.
- FYI meetings will be on an "as needed" basis rather than meeting monthly.

Objective 3C Ensure an effective RPAC program.

- Educate members on the value of RPAC
- Utilize the Ambassadors Program
- Develop strategies to increase funding, participation and contributions.
- Incentives for 100% participation at the company.
- Develop local RPAC recognition program.
- Continue collection of \$25.00 per member dues billing for RPAC but better explain the voluntary nature of a contribution.
- Publish breakdown and accountability of funds.

MARKETING, COMMUNICATION AND PUBLIC IMAGE

GOAL #4: To maximize the benefits and value of the REALTOR® and the REALTOR® Association to both our members and the public.

Objective 4A Promote the value of a REALTOR®.

- Educate the membership and public on proper use of logos, trademarks, MLS, etc., in advertising and on websites.
- Expand the use of alternative media outlets to create a positive public perception.
- Promote the NAR campaign that builds the value of using a REALTOR® on WRAR website.

Objective 4B Decide whether to stop utilizing Broker Breeze or whether to stop printing it.

Objective 4C Use public portion of the website to

- Show how REALTORS® contribute to their community.
- Explore producing a video: Working with a Real Estate Agent

ASSOCIATION OPERATIONS

GOAL # 5 To have an organization which utilizes the expertise of volunteer leaders and professional staff to attain its goals and ensure financial stability.

Objective 5A Strengthen the governance of the Association by having a well trained, representative Board of Directors.

- Develop a Board orientation program.
- Explore creating a seat on the Board for a representative of the Small Brokers Council and/or a seat by a Presidential appointment to ensure diversity (age, generational, nationality, ethnicity, etc).
- Keep Directors aware of their fiduciary responsibilities.

Objective 5B Annually update and monthly review the Strategic Plan.

Objective 5C Increase member involvement in WRAR activities, events and volunteer leadership.

- Evaluate the Leadership Program.
- Seek out and utilize talent in the membership for projects.
- Staff will develop plan to utilize task forces in conjunction with committees to maximize member involvement.
- Maintain the Ambassador Program for participation in key advocacy meetings and events

Objective 5D Continue involvement of members in NCAR and NAR leadership and activities.

- Develop policies for NAR Directors.

COMMUNITY INVOLVEMENT

Goal #6 To enhance the quality of life in our communities through member involvement.

Objective 6A Participate in community involvement and public outreach programs.

- Coordinate with the REALTORS® Foundation on public outreach.
- Cooperate and support the marketing of the region with other groups to include: Chamber of Commerce, and the Convention and Visitors Bureau.
- Continue the WRAR Habitat House project and explore a possible joint venture on a second Habitat House with Brunswick.
- Encourage and facilitate association member involvement in government and community groups, boards, etc. and when appropriate have an association representative on some of these organizations, as well.
- Survey firms to identify how they are involved in communities so we avoid duplication of effort.
- Use our websites to tout the REALTORS® involvement in communities.

Objective 6B Support and sponsor affordable housing initiatives within communities.

- Educate REALTORS® on affordable housing and available resources. Work with Foundation for funding of affordable housing initiatives.
- Continue ongoing alliances with local area programs, Chambers, etc. to identify ways to sell to clients in need of affordable housing opportunities.
- Promote affordable housing efforts of REALTORS®, e.g. Homes4NC

Objective 6C Continue working with Brunswick County Association of REALTORS®.

- Joint leadership program, retreat, education, quality of life issues

Background Paper on Board of Directors

THE ISSUE: *How can we most effectively address the issue of diversity on the Board?*

The staff was asked to prepare a Background Paper to address at least two issues:

1. Whether to permit a change to the ballot by petition process
2. Whether to permit an appointment by the president to help with the diversity issue (generational, ethnicity, smaller company, etc.)

WHAT DO WE KNOW ABOUT OUR MEMBERS NEEDS, WANTS, PREFERENCES THAT IS RELEVANT TO THIS DECISION?

The Staff Knows...	Board Members Know...
<p>In the 2006, 2007 and 2008 Strategic Plans the Board identified the following Goal: <i>TO HAVE AN ORGANIZATION WHICH UTILIZES THE EXPERTISE OF VOLUNTEER LEADERS AND PROFESSIONAL STAFF TO ATTAIN ITS GOALS AND ENSURE FINANCIAL STABILITY.</i></p> <p>The Objective was defined as follows:</p> <p><i>Board should discuss bylaw change to require inclusion of more individuals from different companies.</i></p> <ul style="list-style-type: none"> • <i>Diversity in WRAR.</i> <p>The Board of Directors’ recommended and the members passed two Bylaw amendments (one in 2007 and the other in 2008) to require that the Recruiting/Certifying committee not prepare a ballot so as to allow more than three members from the same firm to serve and to require that officer candidates must have served on the Board within the last five years. The specific language is below.</p> <p>At least six (6) months before the annual election, a Recruiting/Certifying Committee of five REALTOR® Members shall be appointed by the President. The Recruiting/ Certifying Committee shall select at least one but no more than three candidates for each office or for each position created by a vacancy which was not filled by the Board of Directors. The Committee shall not submit the name of any REALTOR® so as to permit more than three REALTORS[□] from the same firm to serve on the Board of Directors (“firm” is defined as an entity whose owners are the same or substantially the same). The Recruiting/Certifying</p>	

Committee shall send notice to the REALTOR® members setting forth the time, place, and other pertinent conditions of the meeting to elect those so noticed on a date at least twenty (20) days prior to the proposed meeting.

Applicants for Director must have been a REALTOR® for at least two years prior to taking office.

Applicants for an officer position must have been a REALTOR® for at least two years prior to taking office and must have served on the Board of Directors within the last five years (See BofD Minutes 01-24-08).

The Board declined to recommend any mechanism that would ensure diversity when a Board member transfers to an office thus creating an imbalance or to lower the number of directors from the same firm from three to two—which is what the majority of the REALTOR® associations have done.

Petition Process: *Roberts' Rules of Order Newly Revised* states:

66. Nominations and Elections. Before proceeding to an election to fill an office it is customary to nominate one or more candidates. This nomination is not necessary when the election is by ballot or roll call, as each member may vote for any eligible person whether nominated or not. When the vote is viva voce or by rising, the nomination is like a motion to fill a blank, the different names being repeated by the chair as they are made, and then the vote is taken on each in the order in which they were nominated, until one is elected. The nomination need not be seconded. Sometimes a nominating ballot is taken in order to ascertain the preferences of the members. But in the election of the officers of a society it is more usual to have the nominations made by a committee. When the committee makes its report, which consists of a ticket, the chair asks if there are any other nominations, when they may be made from the floor. The committee's nominations are treated just as if made by members from the floor, no vote being taken on accepting them. When the nominations are completed the assembly proceeds to the election, the voting being by any of the methods mentioned under Voting, [46], unless the bylaws prescribe a method. The usual method in permanent societies is by ballot, the balloting being continued until the offices are all filled. An election takes effect immediately if the candidate is present and does not decline, or if he is absent and has consented to his candidacy. If he is absent and has not consented to his candidacy, it takes effect when he is notified of his election, provided he does not decline immediately. After the election has taken effect and the officer or member has learned the fact, it is too late to reconsider the vote on the election. An officer-elect takes possession of his office immediately, unless the rules specify the time. In most societies it is necessary that this time be clearly designated.

This process would require an annual meeting where such an event could take place and would preclude

- 1. The ability to vote electronically—I cannot figure any way for it to happen.**
- 2. No way to do a criminal/regulatory background check**

Another possible way would be to have a period **after** the Recruiting/Certifying Committee makes its report during which time anyone who interviewed—or not—could by a petition process have their name added to the ballot. It would appear that a significant number of REALTOR[®] members should be required to sign the petition. **I say significant because if you take the largest company and divide them by the total membership (primary and secondary REALTORS[®] = 2, 298) that firm has 11.75% and if you add the second largest company 11.36%--thus together they have 23.11%.** A petition should reasonably have a minimum requirement of at least 25% or at least 575.

If you do not require that the person go through the Recruiting/Certifying Committee process, then additional time would be necessary to have someone or group certify that the REALTOR[®] is mechanically qualified—meets the others Bylaw tests and perhaps in time to do the background check.

The **current system** without the procedures for a criminal/regulatory background check was in place when I came to Wilmington in **November 1996**. Many NC Associations discussed and some implemented changes made by NCAR to their Bylaws during the mid 1990s. See Article IV and especially Section 8 which does not permit nominations from the “floor.” (Note: To log into NCAR, you must enter your email address then your NRDS number).

Previously most Association’s had a Nominating Committee whose sole task was to nominate people for the ballot with no responsibility to check whether they were qualified or not. NCAR added numerous qualifications trying to ensure candidates were qualified and that background checks were done—which models NAR procedures—except NCAR does NOT have a procedure for getting your name on the ballot other than by going through the process. However, NCAR does not have any limitations on the number of candidates—but then at the state level I cannot every remember having a large number of candidates for any position due to the amount of time it takes to serve at NCAR.

The criminal/regulatory background check was put in place around 2002 in response to several associations of REALTORS[®] who elected members only to have the newspaper publish that one was a sex offender, one had filed for bankruptcy multiple times, another had been disciplined more than once by the real estate commission, etc. Many associations adopted some type of background check such as NAR had in place. NCAR also adopted a

similar policy to what is in place in Wilmington currently. **NOTE:** A NAR Presidential Advisory Group is recommending changes to NAR process because of the “Charles McMillan” issue. Charles went through the process, was mechanically qualified but his name was not placed on the ballot. By petition his name was added to the ballot and he eventually won election. The proposed change is quite complicated and may not pass.

The Appointment Process:

The Greensboro Regional REALTORS® Association identified that diversity was an issue but in regard to strategic initiatives. GRRRA has the following provision that was added in 1997:

Section 3. Board of Directors. The governing body of the Association shall be a Board of Directors consisting of the elected officers and eight (8) REALTOR® Members of the Association, including the immediate past President. Directors shall be elected in such a manner as to create staggered two-year terms of the Directors to ensure continuity of knowledgeability and experience by the Board of Directors. *One additional Director may be appointed by the incoming president to serve a one-year term. This individual may be from a related business organization.* (10/97)

Please note that a non REALTOR® may be appointed and HAS been appointed to their Board!

What else does the staff know:

1. Only one person has ever publically expressed their unhappiness with their name not being placed on the ballot.
2. Two people privately expressed to me surprise and disappointment at not getting on the ballot. After discussing the make-up of the Board, they indicated that they understood.
3. No one has ever contacted staff to find out how else to get their name on the ballot.
4. During the March Strategic Planning session one participant asked what the Board was going to do to lessen the impact of too many people from the same firm serving on the board—noting that three people from Intracoastal and three people from Network were on the Board. I responded that while many REALTOR® Associations had a limitation of 2 and had mechanisms in place to deal with board members who transferred to an office—thus creating an imbalance—the Board declined to make either of those a recommendation to the members.

WHAT DO WE KNOW ABOUT THE CURRENT REALTIES AND EVOLVING DYNAMICS OF OUR ENVIRONMENT THAT IS RELEVANT TO THIS DECISION?

The Staff Knows...	Board Members Know...
Generational diversity seems to be the hot button. The American Society of Association Executives identified this as a major issue three years ago and urged its members to address it.	

WHAT DO WE KNOW ABOUT THE “CAPACITY” AND “STRATEGIC POSITION” OF OUR ORGANIZATION THAT IS RELEVANT TO THIS DECISION?

The Staff Knows...	Board Members Know...
<p>The Board may recommend a Bylaw change and could encourage by Policy that the Recruiting/Certifying Committee do certain things to address issues. The Board does NOT have the power to implement changes without a Bylaw provision granting them such power.</p> <p>The fact that since 2006 the Board is aware of the need to address diversity speaks for itself.</p> <p>The fact that two members who are very involved in the Association were unable to be elected is also an important consideration: Jody Wainio Carlos Braxton</p>	

ARE THERE ETHICAL CONSIDERATIONS TO CONSIDER?

The Staff Knows...	Board Members Know...
While there are no <i>Code of Ethics</i> issues, the issue may revolve around transparency/openness, Inclusiveness, and Asking whether the Golden Rule might apply.	