

# Fredericksburg Area Association of REALTORS® Board of Directors Meeting Minutes

**December 9, 2008**

**8 am at Golden Corral**

**FAAR**

**Mission Statement:** *The Fredericksburg Area Association of REALTORS® exemplifies integrity, professionalism and service to the community.*

**Meeting Called by:** Sha Williams-Hinnant, President

**Type:** Regular Meeting

**Minutes By:** Pat Breme, CEO

**Officers & Directors Present:**

President Sha Williams-Hinnant, President- Elect Sherry Bailey, Vice President Latana Locke, Treasurer Claire-Forcier Rowe and Directors: Suzanne Brady, Mike Boitnott, Chip Taylor, Penny Traber, Sandy Lovell, Immediate Past President Suzy Stone, 2009 Director Shelby Harvey

**Absent:** Anne Overington, Anne Johnson

**Staff:** Sharon Toombs, Matthew Rathbun, Rene Daniels

**Guests:**

**Drea Johnson, FLS representative**

Johnson reminded the BOD that 2009 advertising rates would not increase. The number of ads is still declining and any new marketing ideas are welcomed by Ad Manager Bill Smith. The Group suggested featuring commercial listings on the Showcase cover and again spotlighting water properties. The FLS may get a diverse group of members together again in 2009 for input and feedback.

**Call to Order-** Sha Williams-Hinnant

**Comments:** Director Sandy Lovell commented that the upcoming Christmas Dance for Seniors was a very successful annual event sponsored by the Caroline County Chamber of Commerce.

**Consent Agenda- Approved**

**Treasurer's Report-** The November report was submitted by Treasurer Claire Forcier-Rowe and filed for audit.

**Working Groups Reports-** Sha Williams-Hinnant

**Budget & Finance**

Claire Forcier-Rowe presented the final 2009 budget. A motion was made, seconded and approved to accept the 2009 Budget as presented.

Fredericksburg REALTOR® Foundation

**Education**

Matthew Rathbun reported that a session of the 2009 VAR Road Show is going to be held at FAAR on February 18.

**Special Functions**

Rene Daniels reported that a Whine & Wine is scheduled for December 9 at Kybecca with a drawing to benefit the REALTOR® Foundation. The 2009 Casino Night is scheduled for February 20 at the Hospitality House.

**Managing Broker Network**

Co-Chair Chip Taylor reported that the next meeting is January 15, 2009.

Emerge

**Community Service**

Penny Traber reported that more volunteers are needed to staff the shifts at the Candlelight Tour house FAAR is hosting. The Shelter dinner on December 11 is organized and will have live music. The motorcycle ride for Habitat is April 18, 2009 and the USMC 1/2 Mile Marathon is May 17.

Public Relations

Technology

Awards

**Investment**

Clair Forcier-Rowe reported, based on information from FAAR's investment counselor, that while the S&P is down 44.4%, FAAR investments are down just 21%.

**Governmental Affairs**

GAD Suzy Stone reported FAAR was given \$7500 of VAR Issues Mobilization money to gain Spotsylvania's support to extend the VRE into the County. The dollars will be spent primarily on a mailing to County residents. Stone also commented on the February 11 Day on the Hill in Richmond urging BOD attendance. Sandy Lovell reported that Caroline County had put off a County reassessment until next year.

**Old Business**

**VAR Association Leadership Conference report**

2009 President Sherry Bailey commented that the December 2 & 3 Conference in Charlottesville was great and the topics were relevant.

**Installation Dinner report**

2008 President Sha Williams-Hinnant reported that the event was well attended and went very well.

**PWAR lockbox purchase**

Pat Breme reported that while PWAR had offered to sell their I-boxes for \$30, she was negotiating a lower price of \$25.

**Celebrate Virginia Community Development Authority taxation**

Pat Breme reported that she researched and found that in the contract for sale signed by President Sandi Stein there was a mention of a community

development authority with City taxation ramifications. Stanley Palivoda actually signed the Authority document.

### **Strategic Plan approval**

Task Force Chairman Sherry Bailey presented the Plan that the Task Force reviewed from facilitator John Tuccillo. A motion was made, seconded and approved to accept the document as presented.

### **VAR Structure and Representation Work Group**

Work Group member Sha Williams-Hinnant explained that a plan had been approved and forwarded to the VAR Leadership Team for review and eventual approval by the Policy Board. The Delegate Body will vote on the structure reorganization at the February Legislative and Education Conference. The recommendations include a four-tiered, by association size, structure giving each group 8 votes.

### **Association Leadership Development Program**

Pat Breme reported that the 3<sup>rd</sup> session was a local focus on community involvement. 2009 Director and Program student Shelby Harvey commented that Linda Worrell was outstanding as a facilitator. The class used FAAR's Foundation as the class fundraising project organization. The Foundation will benefit from the many great suggestions. On January 15 at PWAR, the next session features NAR Alice Martin and Matthew Rathbun dealing with change and generational communication styles.

### **Posting of the P&L and Balance Sheet statements at the FAAR website**

No motion was made but Treasurer Claire Forcier-Rowe was not in favor of the posting citing that the information is available to members at their request and that when requested interpretation should be provided.

## **New Business**

### **2009 Leadership Orientation**

2009 President Sherry Bailey gave an overview of the Orientation scheduled for the 2009 BOD and Chairs/Co-Chairs on December 11.

### **John Tuccillo's proposal to author quarterly report**

The group forwarded the proposal to the Education Working Group for consideration.

### **SUPRA lockbox system for non-member**

A motion was made, seconded and approved to extend to non-members who wish to transfer their SUPRA service to FAAR the same rate as offered the

nearby Associations members who are converting to the Sentrilock system. The offer expires on January 31, 2009.

**Foundation appointments, three openings**

The BOD will vote electronically for the openings when Pat Breme ascertains whether there are three or four openings.

**New customer service campaign**

Marketing Director Rene Daniels explained that the campaign *Stellar Service, Members Matter Most* will collect feedback via survey from the members based on their interaction with staff. The survey will be at the website and members will be urged to complete. Some voiced a concern that the campaign logo resembled the Stellar One Bank logo.

**Celebrate Virginia POA meeting**

Pat Breme reported that the property owners in Celebrate Virginia were informed by developer Silver Companies that the company will continue to cover the maintenance fee shortfall until the area is built out.

**FYI & Correspondence**

Sha Williams- Hinnant reviewed the correspondence.