



**YUMA ASSOCIATION OF REALTORS®, INC.  
BOARD OF DIRECTORS MEETING MINUTES  
Wednesday, July 9, 2014**

The meeting was called to order by President Matias Rosales at 9:03 AM at the Association Office.

**Call to Order**

**PRESENT WERE: Officers:** Matias Rosales, Sandy Baas, Paul Evans, Judy McCrory  
**Directors:** Bobbie Cooper, Sandi Griffin, Angie Kranz, Claudia Mendez-Mallett, Steven Mitchel, Mike Porter, Katie Steen, Karen Velasquez.

**Roll Call**

**ABSENT:** Nohemi Diaz deLeon, Paula Reece.

**GUESTS & STAFF:** Shelley Ostrowski, Jan Marie Ennenga, AE

**MINUTES** of the June 11, 2014 Board of Directors meeting were approved.

**APPROVE  
MINUTES**

**CORRESPONDENCE**

REQUEST FOR REINSTATEMENT ~ Steve Mitchel requested reinstatement to the Board of Directors following his third absence.

- ***It was moved, seconded and carried to reinstate Steve Mitchel to the Board of Directors.***

**ACTION**

**COMMITTEE REPORTS:**

**TECHNOLOGY COMMITTEE** ~ AE Jan Marie Ennenga reviewed the minutes of the committee's recent meeting and the trainings and efforts that are being implemented. Tech Tip Tuesdays are now posting to Paragon highlighting quick tips on the new features, using a new video format. The committee is assessing the training room and possible tech upgrades. There were 18 attendees at yesterday's ePro class and there are Tech Wednesdays scheduled for August and September.

**Report**

- ***It was moved, seconded and carried to accept the Tech Committee Report.***

**ACTION**

**MLS COMMITTEE** ~ Chairman Shelley Ostrowski reported the committee tackled several issues at their June 27 meeting. She noted that the association has received payment for 48 of the boxes billed in April, with 129 still unpaid.

**Report**

**PUBLIC FACING CONSUMER PROPERTY SEARCH WEBSITE** ~ The committee reviewed the final contract with Point 2 concerning the establishment of a public facing property search website and directed the AE to contact Santa Barbara AOR to see if they made any changes to the contract or have had issues subsequent to adoption. If not, then the committee directed the contract to proceed to the board for authorization. All was clear.

- ***It was moved, seconded and carried to authorize the President to sign the contract with Point 2 to establish a public facing property search website for the association; and at no cost to the association.***

**ACTION**

**MEMBER PAYMENT PLAN** ~ The committee reviewed requests concerning lost key safes and recommends board approval of a payment plan as one member as requested.

- ***It was moved, seconded and carried to accept the payment plan proposed by the member identified in the MLS Minutes of June 27, 2014.***

**ACTION**

**AMENDMENTS TO MLS RULES AND REGULATIONS** ~ Ostrowski said that the committee had received complaints in writing and verbally concerning the inclusion of agent/brokerage identification verbiage in the Remarks Field. This type of information is prohibited in photos. This is the field that the public can see.

**CONTINUED**

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**MLS COMMITTEE (continued)**

- *It was moved, seconded and carried to amend the MLS Rules and Regulations to include the following language relative to agent/broker identifying information in MLS.*

**ACTION**

**MLS RULES AND REGULATIONS**

**SECTION 7 - MLS PROHIBITIONS/RESTRICTIONS**

**SECTION 7.5 RESTRICTIONS TO LISTING INFORMATION:**

MLS has the right to accept or reject specific information on a listing.

(b) Photo Section:

Only photographs, site plot, property sketch, property line art or survey of the property can be entered in the photo section. Virtual Tours, photographs and any other form of media advertising placed in the MLS shall contain no Broker, Company or Agent branding.

(c) Property Description/Remarks:

(1) The Remarks section shall include only descriptive information regarding the property and details relating to the transaction.

(2) Unless otherwise required by the MLS Rules and Regulations or policies, agent/broker name, web site addresses, e-mail addresses, and phone numbers are not permitted in the Remarks section or in any other field not specifically designated for that purpose.

MLS BILLING ~ Ostrowski said that there had been requests from various brokers (participants) that the association directly invoice agents (subscribers) for the quarterly MLS fees. This would also enable electronic invoicing. Currently this is not allowed in the regulations (even though it is being done for a couple of the out of town brokerages). This would only allow the option and it be up to the broker to specify which they prefer as the payment responsibility remains with the broker.

- *It was moved seconded and carried that the Board of Directors amend the MLS Rules and Regulations to include the following language relative to MLS billing:*

**ACTION**

**MLS RULES AND REGULATIONS**

**Section 9.1 SERVICE FEES AND CHARGES**

(d) All MLS fees, dues, and charges, including, but not limited to, initial participation fees, recurring participation fees, listing origination fees, subscription fees, etc., may be assessed to MLS participants or to individual users or subscribers. This does not preclude an MLS participant from being reimbursed by affiliated licensees for fees or charges incurred on their behalf pursuant to any in-house agreement that may exist. If direct billing of subscribers is utilized, the ultimate responsibility for delinquent dues, fees, and charges is that of the participant.

**CONTINUED**

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**PARAGON CHANGES** ~ At the request of the Tech Committee the MLS Committee reviewed and approved making geocoding of listings, better known as the “Validate Map” field, a required field in order to ensure that listings are properly located. There will be a 90-day implementation period to provide appropriate notice and training offered to members; and that the Tech Committee be asked to assist with training.

**Report**

- ***It was moved, second and carried to accept the RAPAC Committee Report.***

**ACTION**

**RAPAC COMMITTEE** ~ Committee Chair Shelley Ostrowski shared year-to-date fundraising efforts. Yuma has surpassed the overall and major donor goal for the year, but needs to increase participation and major donors. Advocacy and involvement will be driven home at the July Luncheon. She recently sent out letters to those who have not yet contributed and has had several positive responses.

**Report**

- ***It was moved, second and carried to accept the RAPAC Committee Report.***

**ACTION**

**LUNCHEON COMMITTEE**

Chairman Ostrowski said everything is on schedule for today’s lunch and there are 100 reservations. Evan Fuchs, AAR President to be the speaker. The theme is Fun in the Sun.

**Report**

- ***It was moved, second and carried to accept the Luncheon Committee Report.***

**ACTION**

**PR COMMITTEE** ~ AE Ennenga reported that the committee was finalizing plans for the “My Dream Home 2015 Calendar” featuring student artwork and the REALTOR® message. They were narrowing down the community participation options, including participating in the City of Yuma’s Paint-a-Thon in October and firming up details for the REALTOR® Family picnic set for Nov. 15. The Broker Breakfast was a success and another will be scheduled later in the year.

**Report**

- ***It was moved, seconded and carried to accept the PR Committee Report.***

**ACTION**

**BUDGET COMMITTEE** ~ Treasurer Paul Evans reviewed the 2014 year-to date budget to actual comparisons.

**Report**

- ***It was moved, second and carried to receive and file the 2014 year-to-date financial report.***

**ACTION**

**NEW BUSINESS**

**ELECTION COMMITTEE~**

- ***It was moved, seconded and carried to appoint the following to the election committee: Chair Sherri Steen-Gauthier, Realty Executives 27; Annette Orta, Century 21 ACTION Group; German Lopez, ERA Matt Fischer REALTOR; Veronica Hugues, Liberty Properties #5; and Karine Wellard, JRW Realty***

**ACTION**

**MEETING ADJOURNED AT 9:45 AM**

**ADJOURN**

*Respectfully submitted,  
Jan Marie Ennenga  
Association Executive*