



**YUMA ASSOCIATION OF REALTORS®, INC.
 BOARD OF DIRECTORS MEETING MINUTES
 Wednesday, Sept. 10, 2014**

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

Call to Order

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

Roll Call

ABSENT: Judy McCrory, Katie Steen

GUESTS & STAFF: Shelley Ostrowski, Matt Tams, Lisa Reilly and Jan Marie Ennenga, AE

APPROVE MINUTES

MINUTES of the August 13, 2014 Board of Directors meeting were approved.

COMMITTEE REPORTS:

RAPAC COMMITTEE ~ Committee Chair Shelley Ostrowski shared year-to-date fundraising efforts and noted that we have finally surpassed 40 percent participation and is ranked fifth in the state. Yuma is currently ranked second overall at 196 percent of goal and that is before today’s luncheon. It looks as if there will be five major (\$1000 level) donors.

Report

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

ACTION

MLS COMMITTEE ~ Chairman Shelley Ostrowski reported the committee once again reviewed the key safe accounts receivables. There are some accounts that should be written off (previous years) or reversed (current year) as recovery is unlikely and it not doing so affects the association’s taxable income. Unless otherwise specified, there will be an alert placed on the record of each individual and they will have to repay prior to reactivating membership.

Report

- ***It was moved, seconded and carried approve the writing off of five previously billed accounts, totaling \$1590; and that charges be reversed for eight accounts for a total of \$2,800. Alerts are to be placed on 11 accounts and charges completely reversed for two accounts due to ambiguities in MLS records.***

ACTION

*Full details are provided in the MLS Committee 9/5/2014 Minutes

PUBLIC FACING CONSUMER PROPERTY SEARCH WEBSITE ~ Work is proceeding on the new consumer website at yumaazrealtor.com. A subcommittee is working on several of the implementation details, like keywords, neighborhood maps.

Report

AGENT TOOLS AND RESOURCES ~ The committee began a discussion about increasing the options/offerings available for agents, such as custom websites using RETS, and other tech tools. This discussion will continue.

RULES, REGULATIONS & POLICY CHANGES

Some feedback has been received relative to recent changes particularly relative to ensuring that the confidential fields and reports be limited to those authorized in the MLS Rules and Regulations. The committee did clarify that listing agents CAN share the full detail reports with the property owner/designated property representative.

ACTION

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

CONTINUED

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TECHNOLOGY COMMITTEE ~ Tech Committee Chair Lisa Reilly reported on the committee's recent brief meeting. There were 12 people at the last Tech Wednesday and another, featuring the realtor.com mobile app and profile is set for Wednesday, Sept. 17 at the YAR Office.

Report

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

ACTION

PR COMMITTEE ~ Chairman Matt Tams reported that the committee is wrapping up details for the "My Dream Home 2015 Calendar" featuring student artwork and the REALTOR® message; copy is done, but more ads are needed to offset the cost. We have plenty of sign-ups for member participation in the City of Yuma's Paint-a-Thon in October and Matt met with the recently widowed homeowner who is most appreciative of any help.

Report

REALTOR FAMILY PICNIC ~ The REALTOR® Family Picnic is set for Saturday, Nov. 19 at Joe Henry Park.

BRIDGET'S GIFT ~ The committee also was looking at ways to help meet the NAR Core Standards in the area of Community Advocacy and Outreach and there is an opportunity to support the Bridget's Gift Fund of the Foundation for Yuma Regional Medical Center by sponsoring the fundraising concert the first weekend in October. The sponsorship includes large screen advertising and a message promoting the value of REALTORS® consistent with the national campaigns would be utilized. There are four tickets which will be given away.

Report

- ***It was moved, seconded and carried to purchase a \$500 sponsorship for the Bridget's Gift 2014 fundraiser.***

ACTION

- ***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

Report

AWARDS COMMITTEE ~ President Matias presented his nominees for the Awards Committee:

- ***It was moved, seconded and carried that Jenny Aramburo (Chair), Mike Porter, German Lopez, Sondra Lindsey and Elizabeth Carpenter be appointed to the 2014 Awards Committee.***

CONTINUED

LEADERSHIP SUMMIT REPORT ~ President-elect Sandy Baas reported on the recent NAR Leadership Conference in Chicago noting that it was a very informative and motivating event, following which she and AE Ennenga met to review some of the materials and prepare for her year at the helm.

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NEW BUSINESS (CONT.)

RAPAC FORUM & REALTOR CAUCUS ~ President Matias and RAPAC Chair will be attending a RAPAC fundraising workshop sponsored by AAR on Thursday, and the REALTOR Caucus on Friday.

Report

AZRE REGULATIONS UPDATE ~ It was reported that AZRE has begun a stakeholder process aimed at updating the rules to coincide with practice. If anyone is interested in seeing the proposed changes, they were asked to let the AE know. It is a public process and several Yuma brokers are providing feedback. AAR is well represented.

Report

MEETING ADJOURNED AT 9:45 AM

ADJOURN

*Respectfully submitted,
Jan Marie Ennenga
Association Executive*