



352 Lake Dillon Dr  
PO BOX 2397  
Dillon, CO 80435  
summitrealtors.org

## SAR Board of Directors Meeting MINUTES July 16, 2020

*As the leading advocate of our unique local real estate industry, SAR provides its REALTOR® members with the education and technology that enables them to conduct business competently and professionally. SAR promotes and enforces ethical standards, encourages real property ownership and improves the quality of life in our community.*

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- I. Call to Order**-the meeting was called to order via ZOOM by the SAR President at 1:31 PM
- II. Roll Call and Confirmation of Quorum (6)**- The Executive Director took roll call. Dana Cottrell, Courtney Peroutka, Tom Coolidge, Lisa Bova, Jack Carpenter, Dishon Lutz, Dave Greenberg, Jeni Friedrich were present. Eight voting members were present for a quorum. Sarah Thorsteinson was also in attendance.
- III. Public Comment Period**- The Board hear a request from a member to not syndicate data to other providers.
- IV. SAR Snapshot Review**- The Executive Director reviewed the June and July Snapshots of the association.
- V. Consent Agenda**-The Consent Agenda was reviewed. There was a MOTION and SECOND to APPROVE the Consent Agenda. The Motion PASSED.
  1. May Minutes (there was no June meeting)
  2. Committee Reports
  3. New Members
  4. Membership Policy Compliance

### **VI. Financials Review**

Sarah Thorsteinson

The May and June 2020 SAR and MLS financials were reviewed by the Executive Director, noting the association and MLS are doing well financially despite the pandemic. There was a MOTION and SECOND to APPROVE the April SAR and MLS Financials. The MOTION PASSED.

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### **VII. Old Business**

Dana Cottrell





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#### A. COVID-19 and SAR Update

The President reviewed the decisions of the Executive Committee to cancel all events and in person meetings and classes through December due to COVID. This includes the SIP, and Annual Installation. The Summer Picnic could happen in September if the pandemic improves enough to have an event outside. Staff will continue to work remotely as directed by the Executive Director, as long as member needs are being met. The ED noted that currently one person is in the office per day to ensure members are able to pick up lockboxes, PPE purchases, etc.

#### B. Staffing Update

The ED reviewed a proposal to replace the Broker Services part time position with a new full time Marketing Director. This position would focus on marketing and communication, helping to achieve SAR marketing goals of promoting Summit REALTORS to the public and more promotion of SAR benefits to members. The position would also be the point of contact for MLS IDX/RETS feeds and new product user guides. There was a MOTION and SECOND to approve the Marketing Director position and eliminate the Broker Services Job Description from the employee handbook.

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### VIII. New Business

Dana Cottrell

**C. President's Report** – The President updated the Board on the SAR marketing campaign. Currently there is a digital campaign marketing brokers to the people who are in summit and then hits them again when they go to the front range. Radio ads are being run in Summit Park and Lake Counties promoting our members.

**D. MLS President's Report-** The MLS President gave an update on new products coming forward, including Matrix x that will be released in August. The MLS board also discussed whether to get rid of the term “Master Bedroom” and decided to wait and see what RESO and NAR do. We have a member who we are doing a VOW audit on that has been troubling but the MLS is giving them until October 30<sup>th</sup> to meet MLS standards or they will be suspended.

**E. Executive Director's Report -**

Sarah Thorsteinson





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The Audit is complete. Executive Committee will review on 7/19. The ED believes SAR has met Core Standards requirements for the year and hopes to submit them by the end of August. She also noted she was able to get additional \$5000 in wildfire funding from CAR issues Mob funds due to the additional wildfire grant applications. The Executive Director asked the board for direction on how to budget for 2021 given COVID. NAR has recommended a 7% drop in membership which translates to 10% drop in budget. The board said the budget for a 7% drop in membership. The also said for the Education committee to budget 5% less for education in 2021.

#### **F. Action Items from May Meeting**

Sarah Thorsteinson

1. Showing requirements in bullet points for members
2. Order PPE to sell to members at 50% above invoice. Proceeds go to charity.
3. \$1100 to go to Mountain District Emergency Fund
4. Promote safe showing pledge in Radio ads

#### **G. Membership Survey Results**

182 REALTORS took the membership survey. The Board reviewed highlights from the survey.

#### **H. 2020/2021 Strategic Planning**

The Board reviewed the process for the 2021 strategic planning that will begin with groups and committees creating recommendations to the Boards on August 20<sup>th</sup>.

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#### **IX. Director Talking Points for June**

Dana Cottrell

The Board agreed that the Marketing campaign will be the primary talking point for the month of July.

#### **X. Adjournment at 3:30pm.**

