



352 Lake Dillon Dr
PO BOX 2397
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summitrealtors.org

**SAR Board of Directors Meeting
MINUTES
October 20, 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.

- I. Call to Order** - The meeting was called to order via ZOOM by the SAR President, Dana Cottrell at 8:32am.
- II. Roll Call and Confirmation of Quorum (6)**- The SAR Board President took roll call. Courtney Peroutka, Steve Fisher, Lisa Bova, Jack Carpenter, Dishon Lutz, John Angelico, and Tom Coolidge were present. Spencer Thomas was absent. Dave Greenberg and Jeni Friedrich were excused. 8 voting members were present for a quorum. Sarah Thorsteinson, Executive Director was absent. Aleksandra Matthews was in attendance as well for SAS credit.
- III. Public Comment Period**- There was no public comment.
- IV. SAR Snapshot Review**- The Board President reviewed the October Snapshot 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. September meeting minutes
 - 2. Committee Reports
 - 3. New Members
 - 4. Membership Policy Compliance

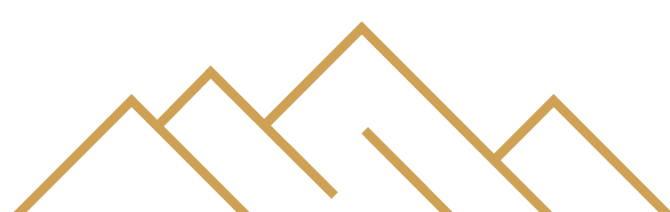
VI. Financials Review

Special guest Mark Nunn, 9:05am

The October 2020 SAR and MLS financials were reviewed by Edwards Jones associate, Mark Nunn. He reviewed our investments and stated that the account is up overall. He doesn't believe the election is playing a big role in the market.

VII. Old Business

Dana Cottrell

- A. 2021 Budget Update:** The board reviewed the updates in the SAR Budget and the MLS Budget. The board chose to approve the budget at the next board meeting where more information on Marketing and Rapattoni will be provided.
 - a.** We have budgeted down for income. There is a negative NET income because profits are budgeted down. There is still a lot of unknown
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1. **Marketing budget:** The Committee would like extra time to determine the best Marketing methods and costs. We put in a placeholder of \$50K. The Marketing budget and plan will be presented to the board in November. The MLS Board has said they would like to share in cost but if they do, they want a say in the message. The board is in support of this.
 - a. **Marketing Subgroups:** The goal is to expand the Marketing Committee into focused sub-committees for to focus on each marketing message
 - b. **Marketing to MLS only to become SAR members:** Work with Mikel for a clear message. No sense spending time on “one and done” MLS only members.
2. **MLS Budget** – Negative figures are so high because of the trademark agreement which is roughly \$30K. If that wasn’t there, the budget would be \$44K which is in the realm of what the MLS budget is typically set at.
3. **Rapattoni** – Our Rapattoni contract is up next spring. (We do have the option to go month-to-month.) SAR staff are reviewing options; either sticking with Rapattoni or switching to GrowthZone. The highest monthly fees are budgeted for in the budget. Any setup fees would be a capital expense outside of the budget. NoteRouter was also mentioned.
4. **Approval** – Will be at the November meeting. Will reevaluate in February after we see updated membership numbers.

B. 2021 Nomination Committee presentation of 2021 Slate of SAR Board members.

- The board reviewed and approved the 2021 slate of candidates. There was a MOTION and SECOND to APPROVE the candidates. The Motion PASSED.
 1. Nancy Burniche, Keystone Director (to replace Dave Greenburg)
 2. Amy Caniglia, Park County (to replace John Angelico)
- Steve Fisher, Chair-elect (this will officially happen in January with a silent vote of the Board. If approved, the board will appoint a person to replace Steve Fisher in the Copper/Frisco seat at that meeting as well.)

VIII. New Business

Dana Cottrell

- A. President’s Report** – The Board President talked about the election and installation and REALTOR and Affiliate of the year award/membership breakfast options. Regardless, the date will be December 2. Options include:





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1. Host a two-hour Zoom election/installation event and speaker, just like last year, only via Zoom this year. (Knowing attention spans are short.)
2. Host a one-hour Zoom election/speaker event on 12/2/20 and then a one-hour Zoom installation/REALTOR and Affiliate of the Year event on 1/13/21.
3. No Zoom events at all, but do a Volunteer Appreciation Week and recognize 2020 and 2021 Boards and all committees plus possibly announce the REALTOR of the Year and the Affiliate of the Year, by video throughout the first week of December.
4. Any other ideas? How can we summarize what we've done as an association? The Board mentioned that they are against a 2 hour Zoom during the day. Another idea would be to take the winner and their family to a private dinner.
5. Dana also discussed Sarah's Distinguished Service Award and how she has been recognized at the state level for her hard work and excellent communication skills. Great job, Sarah!!

B. MLS President's Report – Lisa Bova spoke in Spencer's absence. Lisa discussed how there has been ongoing conversation among the MLS Board regarding the increasing number of MLS-only's. How can we entice people to become full members? Some MLS-only's are often times "one-and-done" and have no need to become or stay a member.

C. Action Items from September meeting – The 2021 budget was discussed. Dana Cottrell

D. 2020 RPAC Donation - Dana Cottrell

The Board will consider whether to make an RPAC donation again this year and the possibility of an RPAC fundraiser for a set of skis/snowboard/paddleboard of the winner's choice up to a certain amount. If we do that, we have to raise three times the amount of the value of the prize, per law. We could do an auction for a weekend away or for a TV. OR, both boards could donate \$2K each to make up the difference. The MLS Board has agreed to donate what is needed to meet SAR's RPAC goal. The board has agreed to just split the difference with the MLS Board to meet our goal. If the MLS does not want to pay more than \$2,000 then SAR will pay the difference.

The Board suggested we promote the importance of donating \$25 to RPAC through dues for now. Showcase the benefits of RPAC to our members!

IX. Director Talking Points for October

Dana Cottrell

- a.) Share the news of Sara's Distinguished Service Award and celebrate with other realtors how lucky we are to have the best AE.





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- b.) Encourage brokers to donate to RPAC with their dues payment. Talk about how much was done just during COVID to help keep our businesses going.

X. Adjournment at 10:06 am.

