

Tennessee Association of Realtors[®], Inc.
BOARD OF DIRECTORS MEETING
Thursday, September 19, 2013
Sandestin Beach Hilton Hotel, Destin, FL

MINUTES

CALL TO ORDER

President Randy Thomas called the meeting of the Board of Directors to order on September 19, 2013 at 3:00 p.m. at the Sandestin Beach Hilton Hotel in Destin, Florida.

INVOCATION AND PLEDGE OF ALLEGIANCE

The invocation was given by Leon Dickson and was followed by the Pledge of Allegiance to the Flag of the United States of America led by Steve Harding.

CREDENTIALS REPORT

Administrative Vice President Linda Woods reported a quorum was present. A copy of the Directors Attendance List is attached as *Exhibit #1*.

ADOPTION OF RULES

The published Rules were adopted as presented.

ADOPTION OF AGENDA

The published agenda was adopted as presented.

INTRODUCTIONS

President Thomas welcomed all members and guests and introduced those seated at the head table as follows: Becky Murphy NAR Region 4 Vice President; Russ Farrar, Lobbyist and General Counsel; Neal Clayton, President-elect; Charlotte Buchanan, Parliamentarian; Pat Beech, Secretary/Treasurer; Linda Woods, Administrative Vice President; and Steve Harding, Executive Vice President.

APPROVAL OF MINUTES

The minutes of the March 2013 Board of Directors Meeting were approved as published.

NAR UPDATE

Becky Murphy, NAR Region 4 Vice President reported on activities at the national level.

FINANCIAL REPORT

Treasurer Pat Beech presented the August Financial Report for information.

PRESIDENT'S REPORT

President Thomas gave a brief report.

COMMITTEE AND OTHER REPORTS

Budget & Finance Committee (Proposed 2014 Budget)

Secretary/Treasurer Pat Beech presented the Proposed Budget for 2014 and reported the budget is based on 18,800 members. She stated there will be no dues increase for 2014 so dues will remain at \$105.00 and the Issues Mobilization Assessment will remain at \$15.00. Budget is attached as *Exhibit 2*.

President-elect Neal Clayton reported the Executive Committee recommends approval of the Proposed Budget for 2014.

Motion was passed to approve the 2014 Budget as presented.

Convention Committee

Chair Allen DeCuyper thanked his committee for their participation and hard work in making this convention enjoyable for everyone. He reported his committee passed a motion to recommend the 2015 TAR Convention be held at the Peabody Hotel in Memphis September 16-19.

President-elect Neal Clayton reported the Executive Committee recommends approval.

Motion was passed to have the 2015 TAR Convention at the Peabody Hotel in Memphis September 16-19.

Governmental Affairs Committee

Chair Lois Killebrew reported for information purposes only. The committee had no motions.

RPAC

Chair Rich Levenson gave an RPAC Report and presented RPAC awards to local associations for meeting their Fair Share Goal and for exceeding their goal in RPAC dollars.

As a follow-up to the RPAC report, President Thomas asked Sue Turner, member of NAR's Broker Involvement Committee, to make some comments regarding the NAR President's Cup Award and TAR's Broker Involvement Challenge.

Sue reported TAR has exceeded their RPAC goal for dollars but has not met their RPAC participation goal. She stated we need more members to contribute to RPAC to meet our goal and hopefully qualify for the President's Cup award. She stated the deadline for RPAC contributions to count toward this award is October 18 and asked everyone who has not contributed to do so and to ask others to contribute. She

then announced the Memphis Area Association of Realtors® is the winner of the TAR Broker Involvement Challenge for the local association having the largest percentage increase of members to sign up for the Broker Involvement Program between the TAR Spring Conference and the TAR Convention; and the highest overall percentage of members to sign up for the program over the same time period. MAAR will receive a \$500.00 grant for each award.

Strategic Planning Committee

Chair Lucy Smith presented the report from the Strategic Planning Committee and moved the adoption of the Proposed Strategic Plan as recommended by the committee. The Strategic Plan is attached as *Exhibit 3*.

President-elect Clayton reported the Executive Committee recommends approval.

Motion was passed to adopt the Proposed Strategic Plan as presented.

Residential Forms PAG

Chair B J Swinehart presented a report on behalf of the Forms PAG and moved the PAG recommends TAR license the TAR Forms.

President-elect Clayton reported the Executive Committee recommends approval.

Motion passed for TAR to license the TAR Forms.

TREEF

TREEF President Marlene Rakow gave a brief report for information purposes.

TREEF Nominating Committee

TREEF President Rakow presented a report from the TREEF Nominating Committee and recommended election of the following Trustees for terms beginning mid November.

Brenda Brewster	To be elected to a 3-year term
Rex Brown	To be elected to a 3-year term
Lyndon LaFevers	To be reelected to a 3-year term
Amanda Stone	To be reelected to a 3-year term
Melissa Thompson	To be elected to a 3-year term

President-elect Clayton reported the Executive Committee recommends approval.

Motion to elect the Trustees as presented was passed.

Nominating Committee Report and Election of 2014 TAR Officers

Chair BJ Swinehart reported the Nominating Committee recommends the following candidates for office in 2014:

President-elect	Pat Beech, Memphis
Secretary/Treasurer	Randy Durham, Chattanooga
Division 1 Vice President	Alex Bynum, Dresden
Division 2 Vice President	Chris Garrett, Murfreesboro
Division 3 Vice President	Sharon Duncan, Kingsport

President-elect Clayton reported the Executive Committee recommends election of these candidates.

There being no further nominations, motion was passed to elect the proposed slate of officers.

UNFINISHED BUSINESS

President Thomas stated there was no unfinished business

NEW BUSINESS

Recognition of TAR Committee Chairs

President Thomas presented a plaque to each committee chair and thanked them for their service this year.

Meeting adjourned at 4:14 p.m.

Pat Beech, Secretary/Treasurer

Tennessee Association of Realtors®
2013 BOARD OF DIRECTORS
September 2013 Convention Attendees

WESTERN DIVISION

CENTRAL WEST TN ASSN (4)

Denise Clemmer
Valerie Cole
David Hickey
Joan Smith – DVP

DYER CO. ASSN (2)

MEMPHIS AREA ASSN (24)

Pat Beech – ST
Leon Dickson – DVP
Rosemarie Fair – PP
Nick French – PP
Greg Glosson
~~Marshall Gordon~~ – Bobbi Gillis
~~Allen Green~~ – Frances Anderson
Hank Hogue
Regina Hubbard – NAR Dir.
John Linthicum
Carol Lott
~~Thomas Murphree~~ – Mary Sharp
Claire Owen
Jerry Sowards – PP
Thomas E. Talley – PP
Fontaine Taylor – PP, CC
Sue Stinson Turner – P
Cassandra Bell-Warren
Sam Zalowitz

REELFOOT REGIONAL ASSN (2)

Alexander J. Bynum
Robert Stephens

TENNESSEE VALLEY ASSN (2)

~~Trisha Cannon~~ – Frances Linsman
Debra French

Tennessee Association of Realtors®
2013 BOARD OF DIRECTORS
September 2013 Convention Attendees

MIDDLE DIVISION

CLARKSVILLE ASSN (4)

Kathy Adkins
Marion Jewell
Debbie Reynolds
Randy Worcester

EASTERN MIDDLE TN (5)

Margaret Dixon – DVP
Sue Glore
Amy Hamilton – CC
Tommy Williams
Bobby Wood

GTR. NASHVILLE (18)

Marilyn D. Blankenship
Amy Cannon
Neal Clayton – P-E
Kendra Cooke
Brian Copeland – DVP
Denise Creswell
Allen Decuyper – CC
~~Mark Deutschmann~~ – Brittney Testerman
Liz Kemp – PP
Price Lechleiter – NAR Dir.
Marc Michaelson
Sher Powers
Karen Roach
Lucy Smith – CC
Cindy Stanton
Hagan Stone
Page Turner – John Clayton

MIDDLE TN ASSN (7)

Richard Lewis
~~Mark Messick~~ – Rex Brown
Charlie Montgomery
Virginia Pappafotis – CC
Bill Parsley
Dave Patton – NAR Dir.
Kay Petty

ROBERTSON CO. ASSN (5)

Cindy Broadbent

SOUTHERN MIDDLE TN ASSN (5)

Della Beyer
Bonnie Hickman
Melissa Potts
Marlene Rakow – CC
Fay Robinson – NAR Dir.

SUMNER ASSN (4)

Ann Buchanan
Donna Crowley
Mike Gaughan – PP
Fran Marcou

UPPER CUMBERLAND ASSN (3)

Judd Dyle
Frank Hardegree
Jeff Jones

WARREN CO. ASSN (2)

WILLIAMSON CO. ASSN (8)

Danny Anderson
Melissa Clough
Chip Kerr
Matthew Ligon
Boyce C. Magli – PP
Emil Mongeon – PP
Ann Skiera
Lisa Culp Taylor

Tennessee Association of Realtors®
2013 BOARD OF DIRECTORS
September 2013 Convention Attendees

EASTERN DIVISION

BLOUNT CO. ASSN (2)

BRISTOL TN-VA ASSN (2)

GREATER CHATTANOOGA ASSN (11)

Mark Blazek
Travis Close
Randy Durham – DVP
Jennifer Grayson
~~Mark Hite~~ – Sabrena Turner
Lois Killebrew – PP
Joyce Smith – CC
Vicki Trapp

GREAT SMOKY MTNS ASSN (3)

Doris Barnes
Wanda Galli
Bryan Kendrick

KNOXVILLE AREA ASSN (18)

C. Richard Bales – PP
Betsy Coleman
Jerry Daves – PP
Vicki Everbach
Barry Hensley
Rich Levenson – PP
Linda Meese
Mike Pappas – NAR Dir.
Patricia Shepherd
Terri Click Sloan
Dolly Smith – NAR Dir.
Sally Sparks
Amanda Stone – DVP
B.J. Swinehart – PP
Doyle Webb

LAKEWAY AREA ASSN (3)

Tammy Franklin
G. Wayne Myers

NORTHEAST TN ASSN (8)

Clarissa Brown
Diane Hills – CC
Barbara Hubbs
Louie Leach
Jewell McKinney – PP
Linda Pardue
Aaron Taylor
Randy Thomas – P, NAR Dir.

RIVER COUNTIES (3)

~~Steve Black~~ – Judy Dunn
~~Yvonne Newman~~ – Robert Bradney
Mary Jo White

P – TAR President
P-E – TAR President-Elect
CC – TAR Comm Chair
PP – TAR Past Pres
S/T – TAR Secretary/Treasurer
DVP – TAR Divisional Vice President
NAR Dir. – NAR Director

TENNESSEE ASSOCIATION OF REALTORS®
Proposed 2014 Operating Budget

2014 Dues based on 18,800 R & RA mbrs. @\$105.00

	2014 Proposed Budget
INCOME	
State Dues	1,969,625.00
Issues Mobilization Assessment	277,050.00
Interest Income	24,000.00
Other(Affinity Programs, Labels, Pins, etc.)	350.00
Conference Fees & Sponsorships	49,250.00
TOTAL INCOME	2,320,275.00

EXPENSES

General Business	
Building	178,935.00
Taxes and Insurance	51,225.00
Telephone	1,440.00
Professional Fees	40,463.00
Human Resources	1,067,259.00
Subtotal	1,339,322.00

Administrative	
General Office Expenses	4,590.00
Dues & Subscriptions	1,694.00
Committees and Task Forces	5,147.00
Executive Committee Meetings	26,508.00
Officers' Travel (Pres, Pres-elect, Secy/Treas)	45,759.00
Staff Travel & Professional Development	29,957.00
Subtotal	113,655.00

2014**Proposed Budget****Communications & Education**

General Office Expenses	4,932.00
Dues & Subscriptions	661.00
Internet Site and Services	8,700.00
TAR Digest & Communications	1,126.00
Education Programs/Spring Conference	38,000.00
Public Relations Services	1,500.00
Local Assn Pres & Pres-elect Leadership Conference	1,600.00
Leadership TAR Program	8,325.00
DVPs & Immed. Past Pres Travel	15,930.00
National Directors Travel	33,000.00
Hospitality (NAR Meetings)	13,400.00
NAR Region 4 Conference	7,500.00
Local Association AEs	4,500.00
Staff Travel & Professional Development	9,361.00
Subtotal	148,535.00

Governmental Affairs

General Office Expenses	5,193.00
Dues & Subscriptions	3,760.00
Governmental Affairs Programs & Expenses	5,800.00
TAR Realtors' Day on the Hill	1,500.00
Lobbying Fees and Expenses	108,699.00
THDA Housing Conference	3,000.00
Legal & Ethics Hot Line	54,500.00
Issues Mobilization Fund (NCD)	277,050.00
Travel Expenses (Govt'l Chair & FPCs DC Mtg.)	7,500.00
Staff Travel & Professional Development	12,360.00
Subtotal	479,362.00

	2014
Member Services & Technology	Proposed Budget
General Office Expenses	6,134.00
Spring Conference	12,175.00
Online Forms, Services	118,500.00
Membership Management & Website	16,921.00
Managing Brokers' Forums & Videos	1,600.00
Online Member Services	11,288.00
Webinars, Webcasts, Streaming & Videoconferencing	1,177.00
Forms Committees	4,986.00
Awards and Memorials	4,700.00
Staff Travel & Professional Development	8,717.00
Subtotal	186,198.00
Contingency	6,000.00
General Reserves	47,203.00
TOTAL	2,320,275.00

TAR STRATEGIC PLAN

UPDATED JULY, 2013

PROPOSED

The TAR Strategic Planning Committee met in July, 2013, to update the association's Strategic Plan. At this meeting, the committee decided to create a **three-year plan** that would be updated annually. Following are the Principles that guided the planning process, as well as TAR's Vision Statement that guides TAR in all of its activities.

STRATEGIC PLANNING PRINCIPLES

- The strategic plan should be a living document and the process continuous – reviewed and updated regularly from its current version rather than being re-built each year.
- The plan should directly influence operational decisions and be a lens through which those decisions are considered, thus having some influence over budgeting and operations of TAR. However, the plan should focus on defining strategic objectives and action items, rather than dictating operational details and initiatives, which is the role of the senior staff and Executive Committee.
- The strategic planning process is a partnership among the Strategic Planning Committee, the Executive Committee, all other committees and TAR staff.
- Careful monitoring and measurement of progress against the strategy are essential to the process, but should be setup and conducted by the staff and reported regularly to the TAR Executive Committee.
- The process should encourage long-term thinking, creativity and careful consideration of “over the horizon” issues.

TAR'S VISION

The Tennessee Association of REALTORS® is dedicated to its members' success.

TAR's Three-Year Plan

Proposed

Strategic Objectives

Action Items

<p>1. <u>The Association</u></p> <p>The Tennessee Association of REALTORS® will be considered one of the top state associations in the industry as designated by NAR.</p>	<ol style="list-style-type: none"> 1) Review TAR's position with regard to NAR's standards for organizational excellence, and develop a plan to be one of the top state associations in the country. 2) Regularly review services and programs as compared to other state associations. 3) Rebrand TAR with a more updated "look", including a redesign of its logo and websites. 4) Develop stronger communications between TAR and local association leadership. 5) Cooperate and collaborate with local and national associations in providing services to members, as well as greater cooperation with multiple listing services in the state. 6) Continue to offer quality services in all economic conditions. 7) Conduct an annual review of all programs and services, identifying and discarding practices that are no longer effective.
<p>2. <u>The Building</u></p> <p>The TAR offices will continue to be a significant activity center for Realtors across the state.</p>	<ol style="list-style-type: none"> 1) Assess building and facilities based on TAR's 3-year needs, including analysis of both on-site and distance services. 2) Develop a fiscal plan for creating an adequate reserve fund for maintaining the building.

<p>3. <u>Education</u></p> <p>In coordination with TREEF, TAR will provide education in varying formats and subjects to address the professional development needs of its members.</p>	<ol style="list-style-type: none"> 1) Address the needs of all segments of membership by delivering quality education and other services to members as economically as possible. 2) Evaluate class attendance across the state and deliver quality, up-to-date education that is truly relevant to member needs. 3) Improve and increase the member's value by raising the professionalism and competence of our membership. 4) Explore more flexible and blended formats for educational services. 5) Develop a sustainable course development program and course-writing capabilities (through use of interns and/or outsourcing). 6) Develop mobile learning offerings and services (educational tools and offerings that can be accessed "on the go", on an as-needed basis).
<p>4. <u>Membership & Communications</u></p> <p>TAR will be focused on developing and communicating its value to the membership by offering TAR members updated programs, services and networking opportunities.</p>	<ol style="list-style-type: none"> 1) Regularly educate members about the services, benefits and value they receive from TAR. 2) Enhance the design, content, and reach of the TAR DIGEST. 3) Continue to foster the involvement of young professionals in TAR. 4) Evaluate and identify membership benefits especially relevant to younger members. 5) Periodically showcase the achievements of TAR's younger members. 6) Evaluate attendance at the

	<p>association's two meetings (Spring and Fall) to determine the best locations, schedules, and formats for future meetings.</p> <ul style="list-style-type: none"> 7) Develop a strategy to increase attendance at TAR's Spring and Fall meetings. 8) Explore possible partnerships with higher education institutions in Tennessee for real estate research and data needs.
<p>5. <u>Government and Regulatory Affairs</u></p> <p>TAR will continue to maintain a strong influence on legislative and regulatory matters.</p>	<ul style="list-style-type: none"> 1) Set and achieve higher goals for RPAC contributions and at least 60% RPAC participation. 2) Increase participation in the Broker Involvement Program. 3) Promote Realtor® Party initiatives more aggressively. 4) Achieve comprehensive statewide implementation of the Political Coordinator Program. 5) Work with the Tennessee Real Estate Commission and TN legislature to achieve approval of 1-hour CE programs, as well as other improvements to the educational requirements for licensing and continuing education. 6) Increase member awareness of Realtor® political activities and initiatives.
<p>6. <u>Technology and Communications</u></p> <p>TAR will ensure that its own technology capabilities, equipment, expertise, and services are kept up-to-date and sufficient</p>	<ul style="list-style-type: none"> 1) Define technology needs and uses for members, staff and monitor the ongoing needs for upgrades and improvements.

to meet both staff and member needs.	<ul style="list-style-type: none">2) Develop a fiscal plan for creating an adequate reserve fund for upgrading TAR's equipment and technology.3) Increase use of live videoconferencing for TAR committee meetings.4) Make all TAR website and Internet-based services and programs mobile-friendly.5) Develop a TAR mobile app.
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