



2014-2015 Board of Directors Planning Retreat Minutes July 11, 2014

Attending: Chris Bender; Brad Davis; Alexis DeVorss; Jeff Irvine; Cerrina Jensen; Carolyn Lewis; Marcy McCulloch; Lorraine Olivotto; Helen Ornellas; Sam Rumbaugh; Ned Schaut; Penelope Yanez

Absent: Lauren Bayha, Shannon Zajec

Guests: Joe Hart; Linda Hunter; Dave Fear, Jr.; Tani Conidaris

Staff: Jeannie Bruins

President Cerrina Jensen welcomed everyone and introductions were made. The planning retreat recessed for a brief board meeting.

Cerrina recapped the many highlights of 2013-2014 and Brad Davis was applauded for his strong leadership as preident during that term. Cerrina recommitted to the committee system put in place a few years ago. The CAHU and NAHU websites were reviewed, as well as the SAHU website upgrades and social media.

Break for the board meeting.

Board Meeting

Attending: Chris Bender; Brad Davis; Alexis DeVorss; Jeff Irvine; Cerrina Jensen; Carolyn Lewis; Marcy McCulloch; Lorraine Olivotto; Helen Ornellas; Sam Rumbaugh; Ned Schaut; Penelope Yanez

Absent: Lauren Bayha, Shannon Zajec

Guests: Joe Hart; Linda Hunter; Dave Fear, Jr.; Tani Conidaris

Staff: Jeannie Bruins

President Cerrina Jensen called the July board meeting to order at 10:50 am and distributed notebooks.

The June minutes were reviewed. It was m/s/c (Davis, McCulloch) to approve the June minutes.

Jeannie Bruins gave the final treasurer's report for the 2013-14 fiscal year. It was m/s/c (Lewis, Rumbaugh) to accept the financial report.

Calendar: The calendar for 2014-15 was reviewed.

The CAHU Strategic Planning meeting included Cerrina Jensen, Brad Davis & Dave Fear. Jr

The golf tournament attracted over 100 golfers and raised \$14,000 for SAHU and over \$1400 for CAHU-PAC.

Marcy McCulloch, Cerrina Jensen, Brad Davis, Helen Ornellas and Shannon Zajec attended the NAHU Conference. Jon Hutchison received the National Distinguished Service Award.

Cerrina adjourned the meeting at 11:10 am.

Respectfully Submitted,

Jeannie Bruins
Recorder

The strategic planning retreat reconvened at 11:10 am.

Cerrina opened up a brainstorming session.

Helen requested the SAHU Weekly Bulletin be posted and archived to the website. There was discussion about posting the financials on line and it was decided to continue to post the annual budget but not the monthly financials. Jeff reported that the website is getting 300-400 hits per month, which is attractive to advertisers. There is room for paid advertisers and it was recommended a rate sheet be developed. Brad noted the sponsorship package is being revised, with a shopping cart component to customize the packages.

Penelope brought up the subject of lunches and questioned how to attract newer agents instead of the older agents. She also felt the cost of the lunches is too expensive. Cerrina noted that an ad hoc subcommittee would be formed to evaluate all programs. Helen suggested mixing lunches with breakfasts. Cerrina stated her goal for the lunches (and all events) is for them to be valuable to the members above all else. The subcommittee will tackle these issues. Brad stated that posting pictures of events with quotes would raise the attention of the agents.

A Past President's panel discussion followed with Linda Hunter, Joe Hart, Dave Fear Jr and Tani Conidaris. Cerrina had sent discussion points to them. She opened the floor with Linda Hunter. She noted the issues haven't changed much. She remembered GSEBC as a competitor to SAHU, which merged with SAHU in 2002. She shared thoughts about the need to change things from time to time, ie: breakfasts instead of lunches. She recognized the need to bring in the larger brokerage houses. Tani shared how she and the other past presidents around her worked together to move the organization forward. They made a decision to contact every broker in the industry which grew the membership substantially. She stated that a personal outreach, in addition to the eblasts, would net results. Joe noted that issues galvanized agents. Dave noted that a strong board of committed people make the organization strong. He also stated the importance of succession planning. Tani stated that Marcy (president elect) is in the spotlight now for planning her year for 2015-16

The calendar for upcoming events was reviewed. Cerrina explained the new Weekly Bulletin and welcomed input. After the ideas were expressed, it was determined to send it to the programs committee

to work out the details. Cerrina stated she wants to have each program packaged neatly for the awards committee. Cerrina distributed the leadership commitment statement for each board member to read, sign and return to her.

Cerrina distributed the NAHU Pacesetter Award details and discussed the change in the Pacesetter award criteria. Helen gave an overview of the different requirements for the Pacesetter, noting PAC giving needs improvement. Events and programs need multiple types of documentation. Cerrina and Marcy will be on the awards committee.

Brad and Jeannie reviewed the 2014-2015 budget and answered questions from the board. Cerrina reconvened board meeting at 2:35 pm. It was m/s/c (Ornellas, Bender) to approve the budget. Board meeting adjourned at 2:40 pm.

The planning meeting resumed. Cerrina introduced the revised committee templates to track monthly activity and awards points.

There was discussion about the starting time for board meetings. Cerrina requested the board meeting begin at 10:00 promptly when they precede the lunch. For breakfast meetings, the board meeting will follow the breakfast.

Adjourned 3:00 pm