

**WRA Executive Committee**  
**April 6, 2000**  
**WRA Headquarters - Madison**  
**MINUTES**

PRESENT: Bill Berland, Shel Lozoff, Matt Miller, Joan Seramur, Bob Weber(5)

STAFF: Bill Malkasian, Sandy Bolgrihn, Gale Foster, Kitty Kuhl, Stephanie Larson, Sonja Penner, Rick Staff, Michael Theo (8)

\* Between 9:00 – 10:30 am members of the Executive Committee met with Michael Hull of Solomon Smith Barney Consulting Group to discuss the proposed modifications to the WRA investment policies. Final recommendations from the meeting were discussed during the Executive Committee meeting which officially commenced at 10:45 am.

**CALL TO ORDER**

President Bill Berland called the meeting to order at 10:45 am.

**FINANCIAL STATEMENTS/BUDGET REVISIONS**

Treasurer Matt Miller gave an overview of the February 28, 2000 Financial Statements and the revisions to the 1999-2000 WRA Budget.

Staff presented reports and adjustments to the 1999-2000 WRA Budget and the following motions were made:

*M/S/C - to recommend approval of the revisions to the 1999-2000 WRA Operating Budget as presented. (Included are all funds of the Association.)*

*M/S/C - to recommend approval the WRA Financial Statements as of February 29, 2000 (Included are all funds of the Association). (The WRA Board of Directors, at their May 5<sup>th</sup> meeting, will receive March 31, 2000 Financial Statements for review and approval.)*

**LONG-TERM INVESTMENT ADVISOR**

Earlier in the morning, Mr. Michael Hull of Solomon Smith Barney Consulting Group gave the Committee an overview of the investment strategies and policies Solomon Smith Barney has to offer. After much discussion, the following motion was made:

M/S/C – to retain Solomon Smith Barney, Consulting Group effective with the Board of Directors approval on May 5<sup>th</sup>, to become the WRA long-term asset management consultant.

## **GOVERNANCE REVIEW TASK FORCE**

Bill Malkasian distributed information regarding the recommended changes to the WRA Governance Structure. The report will be distributed to the WRA Board of Directors for their review and consideration at their May 5<sup>th</sup> meeting.

M/S/C – to approve and recommend to the WRA Board of Directors the Governance Review Task Force report and related bylaws.

## **DEPARTMENT REPORTS**

### ***Business Services***

Kitty updated the Committee an update on the various educational programs.

Kitty distributed information on a long-distance phone services program with AMI Communications, Inc. After some discussion the following motion was made:

M/S/C – to recommend to the Board of Directors, upon further research and review of references, an affinity relationship with AMI Communications, Inc.

### ***Communications***

Sonja distributed information regarding a usability study to be conducted by Compuware to measure how well the WRA Web site helps users retrieve information, complete tasks efficiently, and makes them satisfied with the system. The study is designed to enhance the quality of the end user's experience.

The study is broken down into 4 Phases – they are:

#### Phase 1

Heuristic Evaluation (\$5,000) An expert review of the existing site to determine the key usability problems and to recommend solutions.

#### Phase 2

Usability Detailed Design (\$10,000) One Senior Usability Specialist would work with WRA for two weeks to design the navigation, window details and paper prototypes for the web site.

#### Phase 3

Detailed Design Follow-up (\$5,000) Senior Usability Specialist works with WRA over the course of a week during the development phase

#### Phase 4

Usability Testing (\$15,000) Entails formal testing of the new site in order to catch any usability problems in mission critical paths. \*Phase 4 was not recommended to be completed at this time.

After discussion by the Committee the following motion was made:

M/S/C – to authorize the WRA Web site usability study, to be conducted by Compuware, with an option for final review of the project upon completion of Phase 1 which outlines usability problems and recommends solutions by the Executive Committee.

### ***Public Policy***

Mike Theo gave the Committee a final legislative session update and an update from the April 4<sup>th</sup> Elections.

Mike also discussed with the Committee the progress of the fundraising for the WRA Issue Advocacy Fund.

Joe Murray gave the Committee an update on the RPAC fundraising, noting that many of the Boards are starting to kick-off their campaigns in April and May.

Bill Malkasian proposed the May director's meeting include an open discussion regarding dues-supported funding for an annual issues advocacy fund regarding state and local issues and to support On Common Ground. The committee concurred to put these issues before the Board of Directors.

### ***Legal Services***

Rick Staff updated the Committee on the issues before the Real Estate Board and provided an update on the RESPA litigation in Southeast Wisconsin.

Rick also discussed the need for English/Spanish translated Residential Offer and Listing contracts. He is in search of an attorney to help with the Spanish translation of the forms. The following motion was made:

M/S/C – to recommend to the Board of Directors the approval of WRA resources in drafting a Spanish/English Residential Offer and Listing contract.

### ***Administrative/Elected Leadership***

Bill gave an update on the On Common Ground Foundation and the fundraising progress. The Foundation is currently in the process of contacting groups interested in purchasing advertising space in the magazine.

The Wisconsin MLS Federation met on April 3<sup>rd</sup>. Chairman Dave Stark will provide an update at the Directors May 5<sup>th</sup> meeting.

NAR hill visit schedule and a listing of the various activities occurring at the NAR Midyear Meetings will be distributed in early May.

Bill also updated the Committee on current personnel and staffing issues at the WRA.

### **ADJOURNMENT**

There being no further business before the Committee the meeting was adjourned at 4:15 pm.

Submitted by:

William E. Malkasian, CAE  
Executive Vice President