

**WRA Executive Committee Meeting  
Wednesday, December 6, 2000  
WRA Headquarters - Madison**

**MINUTES**

**PRESENT:** Pete Didier, Shel Lozoff, Matt Miller, Joan Seramur, Bob Weber.

**STAFF:** Bill Malkasian, Gale Foster, Stephanie Larson, Kitty Kuhl, Sonja Penner, Rick Staff,  
Mike Theo, Sandy Bolgrihn

**CALL TO ORDER**

President Seramur called the meeting to order at 10:30 am.

**QUORUM DETERMINATION**

Secretary Malkasian determined that a quorum was present.

**APPROVAL OF MINUTES**

M/S/C – to approve the minutes of the October 24, 2000 Executive Committee Meeting

**EXECUTIVE VICE PRESIDENT REPORT**

***WRA Meetings/Events Calendar***

A calendar of upcoming WRA meetings and events was distributed to the Committee for their information.

***Homestore.com/Technology Workgroup***

The committee roster for the E-commerce Technology Workgroup was distributed to the Committee for their information. The Purpose of the Workgroup is to investigate the possibility of a joint venture between MLS's, WRA and Homestore on the implementation of the e-realtor.com transaction platform within Wisconsin. The WRA's responsibilities will include legal and license law review of the transaction platform.

***On Common Ground***

The On Common Ground Board of Directors is scheduled to meet on Friday, December 8<sup>th</sup>, where they will discuss the magazine topics for the year 2001 and the vision for 2001 and beyond.

***January 19<sup>th</sup> Board of Director Meeting***

A tentative agenda and schedule was distributed to the Committee.

### ***Nominating Committee***

Information outlining the expansion of the WRA Executive Committee from five members to seven was distributed and discussed. After a lengthy discussion, the following motion was made:

M/S/C – To expand the Executive Committee, effective 2002 budget year, by increasing the number of Vice Presidents from two to four. Two of the four Vice Presidents shall be selected from the pool of currently seated Directors and shall be designated “Executive Committee-Director Vice Presidents.” Selection dates for Past President Directors and At-Large Outside Directors shall be moved to April 1<sup>st</sup> to ensure consideration of the entire Directorate for the Executive Committee – Director Vice President positions. Selection of all Executive Committee Vice President positions shall be presented to the Board at its May meeting.

### ***Wisconsin Economic Summit Report***

Bill Malkasian had the opportunity to attend the Wisconsin Economic Summit in Milwaukee on November 29-30. Economic reports distributed at the summit will be used in future Strategic Planning sessions.

### ***NAR Hill Visit Date***

The date for Wisconsin hill visits during the NAR Mid-year meetings in Washington DC will be the afternoon of Wednesday, May 16, 2001.

### ***Land Council Change***

Staff is working with the Governor to replace Matt Miller with Tom Larson on the Wisconsin Land Council.

### ***Michael Theo Letter***

A letter was distributed to the Committee outlining a non-exclusive consulting agreement Mike has worked out with the Patrick Essie Public Affairs Consulting firm. This arrangement was approved in concept by the officers of the Association and Executive Vice President in fiscal year 2000.

## **TREASURERS REPORT**

### ***Financial Statements***

Treasurer, Bob Weber gave the Committee a report and overview of the October 31, 2000 Financial Statements.

M/S/C - to accept the General Fund Balance Sheet, Income and Expense Statements, Legal Action Fund financial report, Wisconsin REALTORS Foundation, RPAC, Private Property Action Committee, R & D Fund, Issue Advocacy income and expense, as of October 31, 2000 as presented. \*

### ***1999-2000 Fiscal Year Review***

Carl Schultz and Kelly Vowels from Suby Von Haden and Associates presented the 1999-2000 Fiscal Year Review

M/S/C - to recommend to the Board of Directors the approval of the WRA and Affiliated Organizations 1999-2000 Fiscal Year Review dated September 30, 2000 as prepared by Suby Von Haden and Associates.

### ***WRA Long-term Investments***

Michael Hull from Salomon Smith Barney, Inc. presented the investment performance report.

M/S/C - to accept the WRA fiscal year end investment performance report of Salomon Smith Barney, Inc.

***WRA Employee Profit Sharing***

Barb Schneider from Johnson Bank presented the investment performance report of the WRA employee profit sharing pension program.

M/S/C - to accept the investment performance report of the WRA employee profit sharing pension program as presented by Johnson Bank.

***PROFIT Program***

Stephanie Cupery from M & I Bank presented the investment management report of the WRA salesperson PROFIT program.

M/S/C - to accept the M&I Investment Management Report of the WRA salesperson PROFIT Program.

\* Directors will receive statements as of December 31<sup>st</sup> as a pass out during the January 19, 2001 meeting in Madison.

***Reserve Allocations***

The following allocations from the WRA's General Fund were presented for approval:

- |   |          |
|---|----------|
| 1. Utility Deregulation (legal costs)       | \$5,000  |
| 2. Broker Technology Office Manual          | \$5,000  |
| 3. Campaign Finance Reform (legal Costs)    | \$10,000 |
| 4. Downtown Office Furniture/built-ins      | \$ 8,000 |
| 5. Network Upgrade/Data Access Improvements | \$20,000 |
| 6. Shopping Basket – IMIS                   | \$54,000 |

(The Committee approved the dollar amount, but directed staff to further research the IMIS product before purchasing to make sure it fits well with other products currently being used.)

M/S/C – to recommend to the WRA Board of Directors the approval of the above reserve allocations.

Note: Dollars set aside from the WRA Reserves for the Wisconsin MLS Federation are being moved to the newly formed Technology Task Force.

**DEPARTMENT REPORTS**

***Business Services:*** Kitty updated the Committee on the success of the Continuing Education video and courses and that the Management Conference attendance is over budget. Kitty also distributed information regarding a proposed site for the 2002 WRA State Convention.

M/S/C – to recommend to the Board of Director the approval of October 6-8, 2002 at the Kalahari Resort in Wisconsin Dells as the date and site for the 2002 WRA State Convention.

***Communications/Marketing:*** Sonja gave an update on redesign of the WRA Web site, which is to be rolled out on Monday, December 11<sup>th</sup>.

***Legal Services:*** Rick distributed the agenda and background information for the upcoming License Law Committee meeting.

***Public Policy:*** Mike Theo discussed the RPAC Trustee conference call agenda and the possibility of the WRA endorsing a candidate for the DPI Superintendent Race, of which will be discussed on the conference call and the Public Policy Committee agenda.

M/S/C – to recommend to the WRA Board of Directors that the Association becomes involved in the Superintendent of the Department of Public Instruction race in February and April of 2001.

**NEXT MEETING**

The next meeting is scheduled as part of the January 19, 2001 Board of Director at the WRA Headquarters in Madison.

**ADJOURNMENT**

With no further business the meeting adjourned at 4:50 p.m.

Joan Seramur, CRB, CRS, GRI  
2001 President

William Malkasian, CAE  
Executive Vice President