



**Communications Committee Meeting Minutes
Radisson Colonial Hotel, Helena, MT
April 26, 2018**

The Communications Committee meeting was called to order at 8:03 by Chair, Ron Boyd. A quorum was present for the purpose of doing business.

Roll call and introductions

MOTION, seconded, approved excused absences

MOTION, seconded, approved to approve previous minutes in January, 2018

Budget Review

Digest - income/expense discussion

Discussion of why we have digest, intended audience.

Both digital and print discussed. Quarterly stats for statewide. Access of stat info (Market report digital-program options for distribution/access) show/ing time?

Website/Social Media- Meetings on Calendar. Use for members primarily, not intended for public.

Facebook-contests for groups/associations to increase members.

reMARKs - Hot link at top to take directly to info.

REALTOR Real Talk-continue with and updates for President after meetings.

Public outreach-importance of using REALTORS. Reaching out through Social(paid).

Direct public to local assoc. Advocacy for protecting private property rights. GOV affairs meeting with congress.

Communication Plan Review -

Homeownership Month- weekend in June, ask local associations to participate

Leadership Update-Rich Mayo

Importance of Communications reaching out to public. What REALTORS do, how they advocate for homeowners.

REALTOR statewide Community Service Day (local challenges/brags)

Budget Discussion moved to Zoom call. Time to review Communication Plan

Awareness of homeless population. REALTORS looking out for everyone. Volunteer day focused more on homeless. (Habitat) Blue REALTOR shirts for everyone.

Find out from local associations on their service projects/dates

Building/Creating Better Community

Get info out at State level on what each local does for community service, how REALTORS are involved in their community

NEW BUSINESS/IDEAS

Get REALtor -benefits of why to use realtor (social) Info from NAR. Push content to raise awareness.

Push 50 year anniversary of Fair Housing Act. Year long. State level-work with HAR

Got REALTOR - Q's to public...what's your covenant, what's your zoning, info that REALTORS have that you need to know. Info at NAR.

Committee chairs to get together and push info to members. Way to get info out.

Have chairs give update/highlights from their committee. Short 30 second to distribute to rest of membership.

Outreach to International Market - pitch MT market abroad. (Trade Delegations)

(Social:FB, T, Instagram) Follow local associations and share to state page

Working together to make REALTORS more visible. Showing giving money back to community (what's it going back to?). Work with Title Companies (see if Title Co will match). Example of Tenn closing money going to cause. Viral, opened eyes, local media. Local levels determine where their money will go.

Implementation: Brokers, agents, form to Title Co, (Find a month for all state-wide to participate at once). Option for June homeownership month.

With no further business, meeting was adjourned at 9:32 am

Present

Ron Boyd
Josh Lind
Max Coleman
Pam Davidson
Maria Demaray
Angela Enger
Tamara Freas
Mary A. Hibbard
Mikayla Kovash
Kim Martin
Melissa Mooney

Deb Parker
Billie Parrott
Kayla Warburton
Ruth Hackney

Guests

Nicole Riebe – MAR Staff
Lorie Jean Schact