

ARA Board Meeting Minutes
May, 20, 2004
Realty Executives Relocation Center
3:30 pm

Attendees: Laura Kovacs, Pat Moniak, Jenny Khan, Cheryl Bilancia, Janelle Dessaint Kimura, Gus Ruiz

1. Laura called the meeting to order
2. We need to accept Gus Ruiz, Cheryl Bilancia and Jenny Khan as additional board members – approved
3. Committee Reports
4. **Angie Enabnit, Technology** – Not currently in town, submitted report to Laura. She held the web site training class on April 27th for Cheryl Preston and Cheryl Bilancia. She is still looking for committee members
5. **Gus Ruiz, Marketing** - Held his committee meeting with Eve Bacher - Oakwood, Dwayne Prince – First American Title, Janet Bohn – Valley Transportation Group. Goal is to increase “professional membership”. Issues – exposing clients our competition, speaker topics that don't apply, lack of resources to attract corporate members. Solutions – Target Arizona SHRM, Corporate Guests attend meetings for free, sponsor a booth at SHRM, look at partnering with Bound4 more effectively in the future, mentioning ARA in our own company newsletters that go out to potential corporate clients – Dircks newsletter goes out to many HR people and would be a great way to get the word out. Put ARA in the Business Journal, put third-party endorsements on our web site “quotes”, encourage sponsorship of events, survey the current members.
6. Janelle mentioned that Oakwood and Valley Transportation Group need to join the ARA membership.
7. Laura mentioned that ARA did participate in the Bound4 meeting in March and would have liked more notice in the future. A SHRM booth is very expensive - \$5,000(?)
8. **Jenny Khan, Philanthropy** – Has not yet met with her committee. She spoke with Kurt Kuebler who volunteered. Jenny has a good relationship with Bill at St. Vincent De Paul. He would love any help we can offer throughout the year – not only at holiday time. Mentioned Habitat for Humanity or possibly feeding the homeless one evening.
9. Cheryl Bilancia mentioned that there is a fee for participating in the Habitat projects. We may need to join as an organization.
10. **Cheryl Bilancia, Education Committee** - Cheryl had not met with her committee yet. For the June event she has Steve Weathers from GTEC as a speaker. Paul Ringer will provide slides for the presentation.
11. Cheryl Preston noted that we have Bernadette Phillips-Garcia speaking on Diversity for our September meeting. Topic would appeal to corporate members. Suggested that our December meeting possibly include a Native American Speaker – casinos are a big issue right now. Charity and social. Our last 2 years we had an ERC re-cap.
12. Pat Moniak suggested that we have a “fun” speaker.
13. Laura – **September 9th is our next meeting**. That is the day Bernadette is available. 9-11 a.m. We moved that corporate attendees come for free, motion seconded and approved.

14. Janelle mentioned that she had sent an e-mail to Prudential in Scottsdale and they were willing to share meeting space with ARA. They have room for 75 attendees. She will check on room fees, available days.
15. Laura would like to see the December meeting structured like the BAPRM holiday meeting – Vendors, crafts, Christmas shopping. Idea is to donate a % of the proceeds to a selected charity. Laura offered the Realty Executives Relo House as the holiday meeting venue. Need to determine day, build a program, do something fun.
16. We decided on December 8th from 4:30 – 7:00 p.m.
17. Kynn Escalante joined the meeting via phone.
18. Cheryl Preston recommended that we map out our speakers for the rest of 2004 and 2005 and get everything in place by September 2004.
19. Laura – Stephanie Jay is no longer with ARA through a member company. Asked who we thought would be good to help with membership? Laura has Jay Delich, Appraisor, in mind. She will contact him.
20. **Pat Moniak** reported on her participation in the ERC Regional Round Table Discussion in Las Vegas – May 2004. They recommend that we
 - develop a template on how to hold an event
 - Contact Toastmasters for speaker ideas
 - Take a survey at each meeting
 - Offer Scholarships
 - Invite a Chamber Representative
 - Obtain Insurance for the organization and the Board
 - Have ERC most our meeting dates on their web site
 - Attract corporate members (40%)
 - Board members should have business cards
 - Have corporate members on the board
 - Hold a silent auction
 - Have HR speakers that will attract corporate members
 - Hold a policy workshop meeting every year
 - Have meetings hosted at a corporate location
 - Hold meetings in a public space such as a museum
 - Ask corporate members what they want to hear about
 - Have meeting scheduled an entire year in advance
 - Be willing to pay for speakers hotel and airfare
 - Charge \$40-\$75 per meeting
 - Chris Collie spoke at their regional meeting
21. Cheryl Bilancia suggested that we schedule all the meeting dates now so she can plan ahead.
22. Janelle mentioned that Dave Clark, Regional VP of LendingTree would be willing to speak about the online consumer. Wiling to speak for free.
23. Past Topics included – Mold, Relo Mortgages, HR, Economic Development, Prudential Corporate Relo, HR.
24. Kynn recommended we send speaker topics to Cheryl
25. **Kynn – Tucson Meeting** needs lunch confirmations, and a large video screen for the FISH video, power point, microphone. Cheryl Preston has a projector but not a screen
26. Brenda from Oakwood will be coming and is interested in starting a Tucson Chapter.

27. Laura – all we need to do now is call people in Tucson to invite to our meeting
28. Kynn – concerned about hotel rates going up. Recommended we put out an e-mail reminder and ask attendees to make their own reservations.
29. **Janelle - FISH** information she had collected. She will purchase the 3 FISH books as give-aways, stuffed fish animals, goldfish crackers. She showed us the work book and the flash cards. She will decorate the tables with a fish theme.
30. Kynn will check on the time we can enter the room. Our room seats up to 50.
31. Laura will work on the agenda for the meeting
32. **Cheryl Preston – Treasurer’s Report** read a list of current members. Reported that we had very few expenses this year. We sponsored the Bound4 event. Our current balance is \$7454.59. Cheryl moved that we approve \$200 for FISH meeting supplies. It was 2nd and approved.
33. Laura spoke about changes to our **By-Laws**. She will send the approved changes to Angie to update on the web site. We will notify the members so we can vote at the next meeting. Basic By-Law housecleaning. Our existing By-Laws are posted to the web site. Kynn moved that we accept the By-Law changes, 2nd and approved.
34. Laura focused on the need to have policies and guidelines in place – when, where each meeting will be held, how our committees function. She will collect guidelines from other regional groups. BAPRM is willing to assist our Educational Committee with ideas.
35. Kynn – She will charge her credit card for Café Terra Cotta if necessary
36. Janelle asked Cheryl Bilancia if we had CRP credits approved for the summer meeting
37. Cheryl Bilancia – She needs Bernadette’s bio and outline as soon as possible to get CRP credits for September meeting.
38. Laura ended the meeting saying that we all need to do what we can to make the Tucson meeting a success! We need to investigate the cost of the FISH work books and possibly obtain a company to sponsor the cost of the work books.
39. **Our next Board Meeting is August 18th at 3:30 pm.**