



**Board of Directors
February 23, 2021**

MINUTES:

- I Call to Order:** Jason Ray, President called the meeting to order. He asked for a moment of silence in remembrance of RAA's long-time attorney, Steve Oats who had unexpectedly passed away last month.
- II Roll Call – Sign-in, establish a Quorum:** Ray established that a quorum had been met.
- III Approval of Board Minutes: A MOTION was made and seconded to approve the minutes from the January board meeting. MOTION CARRIED**
- IV President's Report:**
a. **2021 Committee Recommendations for Board Approval:**

Ray reported the Executive Committee had met and had put forth the following names for the 2021 RAA leadership Class, Finance Team appointments and the Legislative Committee.

1. RAA Leadership Class for 2021

- a. Jessica Melancon/ Latter & Blum
- b. Keisha LeBlanc/ Next Home Realty
- c. Allen Dugas/ Latter & Blum
- d. Lena Lavine/ Keaty Real Estate
- e. Wes Stonicher/ KW

2. Finance team appointments

- a. Paula Duncan (3 year term)
- b. Judy Garber (3 year term)
- c. Kristi Huval (3 year term)
- d. Jessica LaCourse (1 year term)

3. Legislative Committee appointments

- a. Nicole Bringard/ Keaty Real Estate
- b. Jeremy Harson/ Latter & Blum
- c. Carole Horn/ Latter & Blum
- d. Sadie Shamsie/ Standard Title
- e. Lauren Theriot/ Universal Lending Services

A MOTION was made and seconded to accepted the recommendations for the above committee members as presented. MOTION CARRIED

b. **234 Rue Beauregard Updates:** Ray reported to the board the common area upgrades had begun and should be finished in approximately 6 weeks. He reported new tenant, Acadiana Connection would be moving in March 1st. He then reported that the Downs Syndrome Association had submitted an LOI and the Building Task Force was working on a 3-year lease with this organization.

Ray further reported the additional sign box for the upstairs tenants should be installed soon and the staff was still working on purchasing furniture for the member's lounge.

c. **Showing Time/ Zillow purchase:** Ray reported on the recent purchase of Showing time by Zillow group. He stated RAA was currently under contract with Showingtime until May 31st of 2022 and that the Association would do as it always does when reviewing a vendor contract renewal which is: A task force will be formed , the task force will be charged with comparing the current vendor's products to similar products in the market place, the members will be surveyed and the task force will recommend to the board if the contract should be renewed or if a new vendor should be considered for this service. He then referred board members to the attached FAQ's which Showing Time had provided to its customers about the purchase.

d. **Flo-Plan Launch Update:** Ray called upon MLS Director, Kallie Gary for a Flo-Plan update. Gary reported the Flo-Plan product would launch on March 15th. Staff will begin a marketing roll-out this week and each board member will receive a complimentary scan.

e. **Report from the Professional Standards Committee:**

A MOTION was made and seconded to Enter into Executive Session. MOTION CARRIED.

A MOTION was made and seconded to exit Executive Session. MOTION CARRIED

A MOTION was made and seconded to accept the report from the Professional Standards Committee on the Ethics hearing which took place in December 2020. MOTION CARRIED

V Treasurer's Report: Susan Holliday, CEO reported for Treasurer, Cindy Herring. Holliday reported on the 2021 membership numbers noting the 2021 renewals were higher than budgeted so RAA had already reached its 2021 budget number for dues. Additionally, in the first 2 months of 2021 the new member numbers were higher from 2020. She referred board members to the February call sheet for new members and asked board members to make their calls to their designated people. She reported the RAA's investments at Prudential were at \$751,492.51 as of January 31st. She then reviewed

with the board the financial statements for the REALTOR® Association of Acadiana and RAA Properties, LLC.

A MOTION was made and seconded to accept the Treasurer's report as presented. MOTION CARRIED

VI Committee Reports:

a. **YPN:** Tyler Albrecht: Albrecht reported the first YPN Morning Buzz of the year was extremely well attended despite the weather. The February Morning Buzz would be on marketing and encourage board members to spread the event post to anyone who may benefit from attending.

A MOTION was made and second to accept the YPN report as presented. MOTION CARRIED

b. **MLS:** Lindsey Fitzgerald: Fitzgerald reported on the minutes and motions from the MLS Committee in February. Much discussion surrounded item #2 in the minutes where the MLS committee motioned *"To require For Sale by Owner and properties subject to One-Time Listing Agreements and/or Buyer representation Agreements to be reported to the MLS within 3 business days of the closed transactions. Violations would result in a fine"*.

After a lengthy discussion by the board **A MOTION was made and second to approve the MLS Minutes as presented but to omit item #2. MOTION CARRIED**

The board was concerned about placing a burden and fine on a For Sale by Owner to report anything inside the MLS as well as placing a rule and associated fine in place to solve a problem which the board felt did not exist. They have requested the MLS Director, Kallie Gary report back on statistics on these types of listings in the MLS and ask the MLS committee for more clarification on why they feel a new rule is necessary.

c. **RCA:** Bart Broussard reported on the RCA. The section has decided to postpone the Acadiana Commercial Outlook until the fall of 2021 and instead will host an event on Thursday, April 1st called Trends & Transactions which will be a crawfish boil event to be open to RCA members only for \$25 and held in the RAA Headquarters parking lot.

They are working on future collaborations with LEDA to take the place of the LEDA breakfast series events which have been halted due to Covid-19.

VII CEO Report: Susan Holliday reported that staff member Julie Cutrera would be out for 4 weeks starting March 1st for a surgery.

VIII Calendar of Upcoming Events: Ray then reported on the RAA's sponsored upcoming events.

a. **Broker Breakfast:** Friday, February 26th at 9am via ZOOM.

b. Start Flex-n-Training:

9am & 2pm

March 4th

April 8th

May 6th

c. Economic Forecast for the Acadiana residential Market: Featuring Dr. Gary Wagner, UL Economist. Hosted by RAA, AMLA and AHBA. 9am via Zoom on Thursday March 4th

d. YPN Morning Buzz: Thursday, March 11th at 8:30am at The Room at Corner Bar. Title: March Marketing Madness with Rally Marketing.

e. Trends & Transactions Crawfish Boil sponsored by the RCA. Thursday, April 1st at 3:30pm at the RAA Headquarters. Open to RCA members only for \$25 a person.