



**Board of Directors
June 23, 2020**

MINUTES

- I Call to Order:** Jim Keaty, President called the meeting to order.
- II Roll Call & Establish a Quorum:** Keaty established that a quorum had been met.
- III Approval of Minutes: A MOTION was made and seconded to approve the minutes from the MAY meeting. MOTION CARRIED**
- IV President's Report:**
- 1. RAA's Future events update:** Keaty reported on two major events the Association will host in the fall: REALTOR® Appreciation day and the 30th Annual Gumbo Cook-off. The board discussed both events at length and the feasibility of having both events during social distancing requirements.
- A MOTION was made and seconded to cancel REALTOR® Day for 2020 and to use budget funds allocated for the event to help to provide candidate running in the 2020 election access to video marketing opportunities. MOTION CARRIED**
- It was then discussed to let DDA take the lead on whether or not RAA would be able to have the 30th Annual Gumbo Cookoff as planned. Susan Holliday will continue to stay in touch with the DDA CEO on this event and update the board at the July meeting.
- 2. Semi-Annual Service Billing June 2020:** Reid Smith reported RAA had billed 1547 members for the July semi-annual service billing and that to date 731 members have paid. Any member with an outstanding invoice on July 1st will receive a \$35 late fee.
- 3. Update on new member benefit, Forewarn:** Jim Keaty reported the forewarn product was receiving positive feedback from the membership. To date 40% of members have signed up for the product. Staff will continue to promote the product to those members who have not signed up. The goal is a 70% adoption rate.
- 4. 2020 Strategic Plan update:** Keaty reported representatives with Emergent Method has contacted RAA several times concerning the final draft of the RAA strategic plan. They would like to come to Lafayette for a final presentation on

the plan but due to social distancing guidelines and the move this presentation has been postponed.

5. 234 Rue Beauregard: Reid Smith reported the staff has been occupying 234 Rue Beauregard for a little over a week now. He reported the CEO was still working out several items with the contractor and working to settle into the space. He reported lease negotiations with a potential tenant were coming to a close and he hoped the lease would be signed this week.

V Treasurer's Report: Smith reported that membership gains for the year 2020 were down; however, RAA had already met its budgeted membership figures for 2020 which was positive. He encouraged board members to make calls to the new members. He reported the prudential account as of May 31st was \$ 887,651.58. This does not account for a \$200,000 withdrawal made in June for a payment to the contractor for the new building. Smith then reviewed and answered questions concerning the financial statements for the REALTOR® Association of Acadiana's finances and RAA Properties.

VI Committee Reports:

a. MLS: Bill Bacque reported on the MLS Minutes for June. A MOTION was made and seconded to accept the June MLS minutes as presented. MOTION CARRIED

b. YPN: Susan Holliday reported on the minutes for the YPN. A MOTION was made and seconded to accept the YPN June minutes as presented. MOTION CARRIED

VII CEO report:

a. Staff Operations: Holliday reported on the recent move and how the staff was operating during Phase 2 of the Covid-19 pandemic.

VIII New/ Old Business: There was no new or old business discussed.

IX: Calendar of Upcoming Events: Jim Keaty reviewed with the board the upcoming events still on the calendar for 2020 and noted the new update on the cancellation for the September 10th REALTOR® day.

1. Joint Industry Luncheon featuring Gary Wagner: Tuesday, August 11th at 11:30 at the DoubleTree Hotel
2. YPN Trivia Night: Thursday, August 27th at The Room at Corner Bar
2. REALTOR® Appreciation Day: Thursday September 10th at the Cajundome Convention Center
3. 30th Annual Gumbo Cook-Off in conjunction with DTA on Friday, October 23rd.

With there being no further business the meeting was adjourned.