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# MINUTES

## **REALTORS® Commercial Alliance**

**Minutes**

**Wednesday, May 3rd, 2023**

1. Welcome: Caitlyn Williams, President- Elect called the meeting to order.
2. Approval of Minutes: A MOTION was made and seconded to approve minutes from the March 1st meeting. MOTION CARRIED
3. LACDB:
   1. Rules Update: Bart Broussard provided an update on the LACDB call concerning the rules update.
   2. It was announced that Brython Cox with LACDB would be doing a live in person training on PRO on June 8th at 10am. A zoom option will also be available for those who cannot attend in person.
   3. RAA staff is working with LACBD to help report listings to LACDB to ensure appropriate listing agents are on listings in LACDB. Amber Parker now has a LACDB log-in and will work to compare listing inside the RAA MLS to LACDB.
4. Picture Rule in FLEX MLS regarding Commercial Buildings: Williams reminded board members that all Commercial Buildings placed in the RAA MLS will require a Minimum of five (5) photos of the property. The exterior front of the subject property must have the primary flag and display as the first image slot and be a true representation of the existing structure. Photos must also include a minimum of 2 interior photos.

All other commercial listings require a minimum of one (1) photo which is the exterior front of the subject property and a true representation of the existing structure or vacant land.

1. Acadiana Commercial Outlook: The Board reviewed the financials for the ACO in depth. They discussed the following:
   1. Susan Holliday, RAA CEO noted she had received tons of positive feedback on the event.
   2. A request was made for the RAA staff to send a survey about the event to all attendees.
   3. It was noted that Amber Parker, RAA staff member had sent out thank you notes which was appreciated, but it was asked for the 2024 event that the notes be signed by the ACO committee members.
   4. It was suggested the RCA board consider a $1,000 outlay to be split by the ACO presenters to help defray costs incurred in getting the presentations ready. This item will be taken up at a future RCA meeting.
   5. It was discussed what role the RAA staff liaison should play in assisting the presenters on their presentations. Susan Holliday, CEO asked for more in-depth discussion on this topic and what her staff’s abilities would be in meeting this request.
   6. It was noted that the board would like to have ditty bags for the 2024 event.
   7. It was decided that the 2024 event be held at the LITE Center and that the focus of the event would be to completely sell out the space, secure more sponsors and consider developing a takeaway magazine like TRENDS in Baton Rouge.
   8. Caitlyn Williams will work with RAA staff to start the planning for the 2024 ACO event now.
   9. It was acknowledged that the decision to host the 2023 event was made late and during a staff transition within the RAA.
   10. It was asked that the RCA board consider paying the registration cost for every board member to attend TRENDS in 2024.
   11. It was agreed upon that each of the presenters from the 2023 ACO event be given the right of first refusal to speak at the 2024 event.
2. CE for 2023: The board discussed 2 upcoming CE Opportunities for RCA. 1. Commercial Mandatory 2. Foundations for Success Course. It was decided to have the Commercial Mandatory in September of 2023 and the Foundations to success course on Monday/Tuesday, October 2nd 3rd. RAA staff will get these classes confirmed and begin marketing classes.
3. Calendar of Events: RCA will host a crawfish boil social on Thursday, May 4th at The Gleason group. The expected attendance is 85 people. The 3rd quarter social will be held at LaFonda’s in August or September. Staff will get with Todd Trahan for assistance in securing the venue and selecting a date. The 4th quarter social will be the installation of Caitlin Williams and the date and location was still TDB.
4. RAA Gumbo Cook-off: Discussion ensured with RCA was interested in having a booth for the Gumbo Cook-off. The Board expressed interest and motioned to participate in the RAA Gumbo Cook-off on October 25th at Parc Lafayette.
5. Next Board Meeting: The next RCA Board Meeting will be June 8th at 9am prior to Brython Cox’s in person training at RAA Office. After the training any RCA member is welcome to stay as a member of the board would be taking Brython to lunch.
6. New Business: Jacqueline Cain Gleason asked the RCA board to consider additional funds for Amber Parker to attend the NAR Commercial day. She also stated she was concerned about a new certification from CCIM which she worried would devalue the CCIM designation.

With no other business to discuss the meeting was adjourned.

The next meeting was scheduled for Thursday, June 8th, 2023.