CALIFORNIA ASSOCIATION OF REALTORS®

Minutes

www.car.org

September 18, 2007

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CALIFORNIA ASSOCIATION OF REALTORS® EXECUTIVE COMMITTEE
Los Angeles Airport Hilton Hotel
Los Angeles, California

CALL TO ORDER

The meeting was called to order by President Colleen Badagliacco at 10:00 a.m. on September 18, 2007.

ATTENDANCE

Members Present: President Colleen Badagliacco, President-Elect Bill Brown, Treasurer James Liptak, Kevin Brown, Phyllis Carmichael, Ginni Field, Liz Fitzgerald, Heath Hilgenberg, Bev James, Vince Malta, Lisa Muetterties, Leslie Munger, Joel Singer (Ex-Officio), David Tanner, Steve White

Member Excused: Kelvin Wong

Also Present: 2007 Regional Chairs Matthew Borland, Mary Brehm, Gregory Bynum, Steve Hanleigh, Betty Kennon, Mickey Knickerbocker, Maria Larkin, Marilyn Ralston, Tonya Redamonti, Leonard Sager, Veronica Telmosse, Murray Weisberg

2007 Committee Liaisons Jeannie Anderson, David Barca, Tom Carnahan, Frank Nelson, Susan Tilling, Rick Violett

Strategic Planning and Finance Committee Vice Chairs Geoff McIntosh and Jeanne Radsick

Guests Present: Treasurer-Elect Beth Peerce, Steve Goddard

Staff Present: Leslie Appleton-Young, Iqbal Bholat, Shui Yin Cheung, Don Flynn, Robert Kleinhenz, Helen Parrino, Rick Shumacher

Strategic Plan and Budget

Treasurer James Liptak, Chair of the Strategic Planning and Finance Committee, presented the 2008 - 2010 Strategic Plan and the 2008 Annual Budget, including the proposed program augmentations.

Proposed Program Augmentations
--CALIFORNIA REALTOR® EXPO: Consumer Homebuyer's Fair
--REALTOR® Advertising: Hispanic Campaign
--Forms Compliance Advisor
--Membership Development: Market Opportunity Conferences
--Communications: Enhanced Video/Online/General Content
--Local Association Services: Strategies for the New Millennium Conferences
--Local Association Services: AE Institute
--Local Association Services: Leadership Academy

It was Moved by James Liptak and Seconded to approve a 2008-2010 strategic plan and 2008 budget with the following criteria:
a. C.A.R. Revenue $30,485,600
C.A.R. Cost $27,655,300
Net Surplus $2,830,300
b. Political Activities Fund Revenue $1,604,000
c. Issues Action Fund Revenue $1,604,000
Issues Action Fund Transfer to IMPAC $689,200
d. 116 budgeted C.A.R. staff positions
e. Membership dues, including $115 for operating programs, $10 for the Political Activities Fund and $10 for the Issues Action Fund, are set at a total of $135 per member (predicated on 2008 ear end membership of 172,200)
f. New member fee be set as $100 per new member.
g. A 2008 Capital Budget (funded with Association reserves) totaling $146,400

Executive Committee Member Steve White requested that the question be divided so that item f. could be discussed separately. There was no objection.

A vote on the main motion, excluding item f., CARRIED.

Action of Directors: Pending

A vote on item f., that the new member fee be set as $100 per new member, CARRIED.

Action of Directors: Pending

It was Moved by James Liptak, Seconded, and CARRIED to approve for members in areas not serviced by local associations an additional $30 in membership dues. This amount would be in excess of the dues approved for members coming through the local associations.

Action of Directors: Pending

It was Moved by James Liptak, Seconded and CARRIED, that $360,000 be approved for an additional 4 percent pension contribution to the C.A.R. and REBS employee pension plan for 2007, augmenting the previously approved budget of ten percent.

Action of Directors: Pending

It was Moved by James Liptak, Seconded and CARRIED, that $100,000 be approved to conduct consumer research to determine possible features of a consumer website.

Action of Directors: Pending

It was Moved by James Liptak, Seconded and CARRIED, to approve a budget augmentation to develop and promote a commercial website for REALTOR® members who practice commercial real estate with a total revenue of $28,800, total expenses of $14,200 and a capital budget of $5,000.

Action of Directors: Pending

ADJOURNMENT

There being no further business, the meeting was adjourned at 2:37 p.m.