CALIFORNIA ASSOCIATION OF REALTORS®

Agenda

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May 3-4, 2012

Executive Office:
525 South Virgil Ave.
Los Angeles, CA 90020
213.739.8200

Legislative Office:
980 Ninth St., Ste. 1430
Sacramento, CA 95814
916.444.2045

Strategic Planning and Finance Committee
Hyatt Regency
Regency Room C
Sacramento, California

PRESIDING: Chris Kutzkey, 2012 Treasurer, SPF Chair
Cynthia Carley, Vice Chair
Sue Walsh, Vice Chair
John Wong, Committee Liaison

C.A.R. Staff: Leslie Appleton-Young
Selma Hepp
Iqbal Bholat
Shui Yin Cheung

THURSDAY, MAY 3
8:00 a.m. – 11:20 a.m.

I. Call To Order – Chris Kutzkey

II. Approval of Minutes, March 2012 Meetings

III. State of the Organization

A. C.A.R. – Joel Singer, CEO
B. Local Associations – Linda Vernon, Chairman, AE Committee
C. REBS – Robert Bailey, Chairman

IV. Reports, Motions, and Updates

A. Follow-up from March Meeting Motions
   1. That Leadership appoints two Task Forces related to the issue of ethics and professionalism. One to address changing DRE licensing requirements for new licensees. The second to consider changes in requirements for Realtor membership.
   2. Staff to evaluate the feasibility of creating ("it") the seamless/non-clunky mobile/cloud-based transaction platform and provide as a member benefit. Report to SPF at the May Meetings.
B. NAR Variable Dues Formula: Enforcement Issue
C. Sacramento Building Lease

V. Financial Issues

A. 2011 Audited Financial Statements – RBZ, LLP, Thomas Schulte
B. 2012 YTD Financial Statements
C. 2012 Projected Financial Statements
D. Q1 2012 Investment Subcommittee Report – Bob Kulick
E. Motions
   1. Approve $20,000 for Gary Thomas NAR Presidential Installation
   2. Approve $4,000 for lunch at NAR for Hill Visit

VI. Direction for 2013

A. New Program Objectives
B. Housing Market and Membership Update

VII. Other Business

VIII. Adjourn

FRIDAY, MAY 4
10:00 a.m. – 11:00 a.m.
Regency Room C, Hyatt Regency

I. Reconvene – *Chris Kutzkey*

II. Reports/Update

III. Book Discussion – "The Start-Up of You"

IV. SPF August Budget Meeting

A. August 14-15 Meeting at C.A.R. Headquarters
B. Accommodations: J.W. Marriott Hotel at LA Live/Staples Center
C. What to Expect/What is Expected

V. Other Business

A. Next SPF Books
   1. Steve Jobs by Walter Isaacson
   2. The Barbarian Nurseries by Hector Tobar
B. SPF Forum – "What Sets You Apart: Best Practices and Agent Ratings in 2012"
   Friday, May 4: 1:00p – 2:00p, Regency A, Hyatt Regency Hotel

VI. Adjourn