



# NNRMLS Board of Trustees

## Minutes of the December 15, 2021 Meeting

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**Call to Order:** The meeting of the Board of Trustees was called to order by President Helen Graham at noon at the Northern Nevada Regional MLS's Conference Room in Reno.

**Trustees in Attendance:** Helen Graham, Dan Rider, Ken Amundson, Debbie Logan, Pat Schweigert, Avis Cherry, Leslie Cain, and Matt Swanson.

**Trustees Absent:** Steve Bohler (excused) and Marge Hauge (excused)

**Guests in attendance:** Legal Counsel Bonnie Drinkwater.

**Staff Present:** George Pickard, Amie VanClute, Ryan Snyder, and Amie Duncan.

**Minutes:** *It was moved and seconded* to approve the minutes of the November 15, 2021 Board of Trustees meeting. ***Motion carried.***

**Financial Review:** Director of Accounting, Amie VanClute, presented the financials and noted variances for November. Noted variances included the overall income being higher due to an increase in membership, while total expenses have been at or below percentage of budget. November total monthly checks in the check register are lower than usual because we prepaid a large amount last month. As of November 30, NNRMLS had 5.8 months of Operating Reserves. *It was moved and seconded* to approve the financials for November 2021. ***Motion carried.***

**Approval of Check Signers for 2022:** *It was moved and seconded* that George Pickard, CEO, remains a signer; **Deborah Logan**, remain a signer and be changed to 2022 President; **Robert Getto** be added as a signer as 2022 Vice President; and **Matt Swanson** 2022 Treasurer, be added as a signer of NNRMLS checking account with Nevada State Bank, and **Helen Graham** and **Ken Amundson** be removed as authorized signers. ***Motion carried.***

*It was moved and seconded* that George Pickard, CEO, remains a signer; **Matthew Swanson**, 2022 Treasurer, be added as a signer as an authorized signer, and **Ken Amundson**, 2021 Treasurer, be removed from NNRMLS's accounts with Northwest Federal Credit Union, LPL Financial and VOYA Retirement. ***Motion carried.***

**Approval of the Board of Trustees Meeting schedule 2022:** *It was moved and seconded* to approve the 2022 proposed meeting schedule for the Board of Trustees meetings. ***Motion carried.***

**Important Dates:** NNRMLS, RSAR, and SNR are closed on December 24 for Christmas. RSAR and SNR are closed on December 31 for New Year's Holiday, and NNRMLS is closed on January 3, 2022. There is an NNRMLS Broker Forum on January 20, 2022, and an NNRMLS agent Forum on February 10, 2022.

**Tech Committee Update:** NNRMLS Trustee Matt Swanson gave an update on the Tech Committee meeting. RSAR was looking at HomeBot but the Committee was split on who wanted to offer this for members.

**Product Analytics:** CEO George Pickard presented a brief overview of the monthly compliance charts on the BOT website. Paragon usage is down to 89% (all-time low), Homesnap Pro at 37%, and TransactionDesk usage down to 36%. We have 4,111 members, November Active Inventory and New Listings were down sharply from October, and SkySlope is expanding its footprint.

**Withheld Listing Portal Analysis Report:** George Pickard presented graphs showing Listing Input into MLS vs. Withheld Portal, Both Sides of Transactions Represented by Same Broker vs. Same Agent, and Both sides of Transaction Represented by Same Broker vs. Same Agent.

**Compliance Report:** George Pickard presented the Compliance Reports showing data labels have been added to the charts and the scales are now similar. There were 175 reported violations in November, with 113 confirmed as violations. There were 8 Citations for Level 1-3, which progressed to Two-Day Notices. Of those, 3 fines were issued, 4 waivers were requested, and 4 waivers were approved. Citation Level 4 had 1 violation with an automatic fine. The Compliance Corner on the Members Site was reviewed. The top 3 violations are consistent: Contact Information in Public Remarks, Incomplete or Incorrect Information, and Wrong Area. Our video Tech Talks will address the most common issues.

**CEO Report:** George Pickard presented the CEO report organized by Strategic Objectives. The first objective, technology, showed the Homesnap Showings Implementation launch planned for Tuesday, Feb 1<sup>st</sup>. Integration is now enabled in Paragon for staff and test-users will have access in early January. Training and messaging will happen in coordination with vendor. Both ShowingTime and HomeSnap will run in parallel until March 1, 2022. ShowingTime, BrokerBay, and Agent Inbox have been informed of the decision. Regarding forms, Lone Wolf reports they're completing 87% of custom forms requests within a 20-week time frame. No update for the NNRMLS library other than minor typographical and formatting corrections. The SkySlope-Paragon Integration project was also discussed.

The second Strategic Objective is expansion. Collaboration with STAR is in development, exploratory conversations with MetroList, and MLS Aligned discussions on potential collaboration continue.

The third Strategic Objective is engagement. Installation Events for NVR and RSAR were attended by NNRMLS staff. Tech Committee, Board of Directors Meeting, Membership Meeting, and Broker Forum scheduled. NNRMLS Social Media Engagement Highlight for November vs. October showed Members Facebook followers up 44%, likes up 83%, engagement up 339%. Instagram engagement is up 100%.

The fourth Strategic Objective is intelligence. MLS Aligned discussion on potential collaboration with AI Photo Recognition. Domus Analytics is open to restructuring the agreement from RSAR/SNR to NNRMLS and exploring a partnership with RESTB.AI.

The fourth Strategic Objective is accuracy. We are leveraging HelpDesk and CRM with Data Compliance with a 94% listing accuracy rate. The NAR Rule Changes must be implemented by March 1, 2022, with redlines to be presented to BOT in January or February. NNRMLS Blog post with FAQ introducing the changes to our Members, Broker Bridge email newsletter are also planned.

NNRMLS Staff adopted a family through the Truckee Meadows Boys and Girls Club and, through staff funds only, purchased all the requested items for the family.

**Recognition of Outgoing Trustees:** George Pickard gave a special thank you to Marge Hauge, Ken Amundson, and past-president Amy Shocket, for their service.

**Shareholder Announcements:**

- **RSAR (Reno Sparks Association of REALTORS®):** Annual dues must be paid no later than December 31, 2021. The December to the Point is out.
- **SNR (Sierra Nevada REALTORS®):** Annual dues must be paid by January 31, 2022. Today SNR is holding a one-day sale on CE classes.

**New Business:** Trustees discussed the real estate degree program being developed by UNR. CEO will reach out to the program coordinator with an invitation to speak at a future Board meeting.

**Executive Meeting:** See Executive Session Minutes.

**Meeting adjourned:** 2:50 pm.