

New England CPE  
Board of Directors  
Jan. 18, 2018

Londonderry, NH

10:30 am

## MINUTES

1. Call to Order
2. Roll Call

NECPE Board of Directors P=Present/Ph=Phone/A=Absent

Arden, Deana (P)	Hirsch, Larry(P)	Litchfield, Brenda(A)
Bacon, Matt (P)	Jackman, John (P)	Martin, Doug (P)
DeMello, Kathy (P)	Jean, Bill (P)	Perry, Greg(A)
Forte, Scott (P)	Johnson, Star (P)	Valentine, Ralph(P)

### 1. Secretary's Report – L. Hirsch

- a. **MOTION** to accept the minutes of the November 2017 meeting was **SECONDED** and **APPROVED**.

### 2. President's Report – R. Valentine

#### a. MCAR Discussion

Maine members reached out to R. Valentine with several concerns about the NECPE site. They would like to get better exposure of listings to consumers. Issues raised included advertising, search engine optimization, etc. General feeling that NECPE comes up too low on web searches – below Costar and Loopnet.

J. Jackman did research on search optimization in 2012 and NECPE got links to a variety of publications and town/city economic development web sites. NECPE is currently linked to the NH Economic Development website.

Catalyst software does not allow SEO – the software has not been updated to handle it. Concern about defining the target audience for NECPE – brokers or the public.

Meeting was to be set up in Portsmouth with Maine NECPE to discuss their concerns.

#### b. CPE Required Fields

There was a prompt for keeping the price confidential on closed deals. It has been corrected – was a “bug.”

### 3. Treasurer's Report – B. Jean

- a. **MOTION** to accept the month end financials for November and December 2017. **MOTION** was **SECONDED** and **APPROVED**.

### 4. Office Administration Report – A. Ropes

- Make a note on your calendar, the May 2018 BOD meeting has changed from May 24<sup>th</sup> to **May 31<sup>st</sup> (last Thursday)**. The date had to be changed to accommodate a Berkshire Hathaway event on the 24<sup>th</sup>.
- Since the last meeting in November there have been 10 inquiries for NECPE: 4 NH, 4 ME and 2 MA
- As always I continue to monitor request for deletions/withdrawals.
- There was a bug in the Catylist software that has been fixed. The option to not disclose sales price was showing up for certain people and on a certain pop up.

#### 5. **New Business**

- a. New England Real Estate Journal Partnership/Advertising  
NEREJ asked if NECPE would be interested in partnering with them to put on a seminar on developers in the Manchester/Nashua area. NECPE would be compensated for its role. M. Bacon was to talk with NEREJ and get more information.  
S. Forte will talk with NEREJ about a long term advertising.

A **MOTION** was made by S. Forte to fund a sponsorship (\$500) for a NEREJ Cannabis Conference on Feb.8 in Boston. Vote was 5 in favor and 3 in opposition. **MOTION** was **SECONDED** and **APPROVED**. S. Forte will represent NECPE.  
Banners were to be prepared for S. Forte to take them to the conference.

#### 6. **Adjournment**

A **MOTION** to adjourn the meeting was **SECONDED** and **APPROVED**. Meeting adjourned at 11:40 am.

Respectfully submitted,

Larry Hirsch  
Secretary