

New England CPE
Board of Directors
July 19, 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 (Ph)
Bacon, Matt (P)	Jackman, John (P)	Martin, Doug (P)
DeMello, Kathy (P)	Jean, Bill (P)	Perry, Greg(Ph)
Forte, Scott (Ph)	Johnson, Star (Ph)	Valentine, Ralph (P)

1. **Secretary's Report** – L. Hirsch

- a. **MOTION** to accept the minutes of the May 31, 2018 special meeting was **SECONDED** and **APPROVED**.

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

- a. RI Update:
J. Jackman, R. Valentine, and D. Martin had a conference call with the head of the Rhode Island board. Since the primary interest of the Rhode Island group was to absorb NECPE, it was decided that there was no reason to pursue it further.
- b. Scott Forte: Seaglass Event in July
Event was not a success with only nine or ten in attendance – no sponsors. Decision was made to cancel August and try to find a site in Haverhill, Lawrence or surrounding towns for a September meeting.
- c. John Jackman: Conversation with Joe Ryan at NEREN:
Joe Ryan of NEREN has proposed that NEREN take over the day-to-day management of NECPE. J. Jackman felt that it was a good opportunity for NECPE to take advantage of the resources of NEREN. The merger would only affect the operating side of things – databases would not be merged, NECPE BOD would continue to set the direction, etc. A lot of discussion about whether NECPE members would really benefit from this. Also, concerned about the optics. Question about whether NEREN was looking for a way to purchase NEPE. Concern that this was not going to address two weaknesses of NECPE – Search Engine Optimization and Marketing.

3. **Treasurer's Report** – B. Jean

- a. **MOTION** to accept the month end financials for May and June 2018. **MOTION** was **SECONDED** and **APPROVED**.

When working on the budget for 2019, J. Jackman recommends increasing the marketing budget for NECPE in 2019 between \$5,000 to \$10,000.

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

- Since the last meeting in April there have been 11 inquiries for NECPE: 6 NH, 4 ME, 1 MA.
- As always I continue to monitor request for deletions/withdrawals.
- Renewals are coming along. I will start inactivating those who haven't paid by the end of this week. As of yesterday, 87 members haven't paid their renewal dues. Maine 32, NH 46, MA 6, VT 1 and Other Realtor 2.
- We need to plan Nancy Allen's (Catalyst) visit October 26. We need to get a venue and some kind of a schedule going. Nancy wanted the board to discuss what Board would like her to focus on when she is here in October. Discussion about having two sessions – one in Manchester area and one in the Portsmouth area. Discussion about having her focus on the Maine members. The Maine MLS is in the process of setting up a new format for Commercial Listings.

5. **New Business**

In response to concerns about SEO, Nancy Allen (Catalyst) sent an email to D. Martin advising him that the number of "hits" on NECPE have increased from 15,000 to 45,000 per month. It was suggested that an approach be made to Catalyst to see if NECPE could pay to have them increase the amount of effort that they put into Catalyst.
Future NECPE BOD meetings will start at 10:15.

6. **Adjournment**

A **MOTION** to adjourn the meeting was **SECONDED** and **APPROVED**. Meeting adjourned at 11:30 am.

Respectfully submitted,

Larry Hirsch
Secretary