New England CPE **Londonderry, NH**
Board of Directors
Sept. 27, 2018 **10:15 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 (A)	Jean, Bill (P)	Perry, Greg(Ph)
Forte, Scott (Ph)	Johnson, Star (A)	Valentine, Ralph (P)

1. **Secretary's Report** – L. Hirsch

    a. **MOTION** to accept the minutes of the July 2018 meeting was **SECONDED** and **APPROVED.**

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

    a. Governance Update for 2019
    L. Hirsch will remain as Secretary; Scott will remain as BOD member.
    Meetings in 2019 will be held at Matheson Education in Bedford. NHCIBOR will get a wi-fi extender (estimate cost is $300) so that BOD will be able to use NHCIBOR internet.

    b. Catylist-Nancy Allen Visit in October Update:
    Nancy Allen is scheduled to visit October 23/24 possibly extending to the 25th. There will be a major platform change in 2019 which will require retraining at that time.
    Catylist has told us that they have had success in improving SEO (Search Engine Optimization) driving more "eyeballs" to the site. Not sure what they have done.
    Discussion about NECPE funding a "pay per click" program that might also drive traffic to the site in addition to the work done by Caylist.
    Discussion about other ways that Catylist could improve its programming to drive more traffic to our site. Issue of "hard" versus "soft" URLs.
    Discussion about setting up a conference call with R. Valentine, D. Martin, S. Forte and L. Hirsch to discuss our concerns and try to get more attention from Catylist.
    Everyone is encouraged to go to the November REALTOR meetings in Boston to see the competing databases, etc.
    G. Perry discussed the Maine situation – new MLS database -- "Flex" -- that will have a robust commercial section. Not rolled out yet. Concern that this could erode our Maine broker membership. Many Maine members use NECPE for the comps. Concern that over time these will be of less value. Presently, there are 151 Maine members out of a total 490 NECPE membership.

S. Forte reported that Catylist has made some changes to improve the SEO.

3. **Treasurer's Report** – B. Jean
   a. **MOTION** to accept the month end financials for July and August 2018. **MOTION** was **SECONDED** and **APPROVED.**

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

- Since the last meeting in July there have been 22 inquiries for NECPE: 12 NH, 5 ME, 5 MA.

- As always I continue to monitor request for deletions/withdrawals.

- Membership is at 490 as of Sept. 14th. A 7% increase over the same time last year. There are only 43 members who haven't paid their renewal dues: Maine 16, NH 25 and MA 2.

5. **New Business**
   Problem with some fields missing on Catylist. Not a major issue. Will check with Nancy Allen at Catylist**.**

6. **Adjournment**
   A **MOTION** to adjourn the meeting was **SECONDED** and **APPROVED**. Meeting adjourned at 11:20 am.

   Respectfully submitted,

   Larry Hirsch
   Secretary