New England CPE **ZOOM Mtg.**
Board of Directors
July 21, 2022 **10:00 am – 11:00 am**

MINUTES

1. Call to Order—10:00 AM

2. Roll Call

NECPE Board of Directors P=Present/A=Absent

Ash, Ethan (P)	Farley, Cassie (A)	Robbins, Andrew (A)
Bacon, Matt (P)	Forte, Scott (P)	Roxo, Nate (A)
Boufford, Jeff (P)	Friedman, Joe (P)	Wright, Bryan (A)
Canavan, Nicole (P)	Johnson, Star (A)	
Cobb, Mike (P)	Lefebve, Matt (P)	
Culver, Rose(A)	Perry, Gregg (A)	

Guests: Christian Stallkamp, Doug Martin and Danielle Lehoux

1. **Secretary's Report** – S. Johnson (Absent): Scott Forte

    a. **MOTION** to accept the minutes of the May 2022 meeting. **MOTION** was **SECONDED** and **APPROVED**.

    Noted spelling error in May's meeting minutes: Matt Lefebvre

2. **President's Report** – S. Forte

    a. NECPE Marketing Task Force Update – M. Lefebvre
    Danielle Lehoux Services...will join ZOOM call at 10:00 am

    The history of the Task Force forming back in 2018 was reviewed. The major reason it was formed was on the request of Maine. Wanted to boost SEO. Danielle went over her PowerPoint presentation. A few points mentioned by Danielle:

    1) Growth has been minimal over the years. Out of Instagram, Facebook and LinkedIn – LinkedIn is what you want to focus on.
    2) Twitter: No info or demographics
    3) With COVID, there was a drop in engagement
    4) In the future, you might want to consider Instagram reels,
    5) Linked In – excellent opportunity. That is where the majority of members are. The point of social media is to engage. You are attracting new members through LinkedIn
    6) Danielle suggested to stick with the newsletter, but not legislative posts. Keep the

legislative posts with CIBOR.

Danielle left the meeting and conversation ensued. Doug and Christian mentioned that we should keep the brand going. Getting engagement is the hard part. Matt L. has experience running social media. He is the President of NH RE Investment Association. Matt L. said that Facebook has limited interactions. Also, he has 6 managing the team which includes 5 volunteers and one paid person. He said he has had success building Facebook Group 0 to 2,200 in 2 to 3 years. Biggest challenge is getting it off the ground: posting, commenting and engaging. There is a big time commitment on the marketing part. You can post great content but if don't engage...cost is time and money.

It is all falling on Doug and Christian. Maybe get more volunteers? Christian mentioned he his happy to continue with posts, but not engagement.

Maybe Doug and Christian should go back to Danielle and see if she wants to continue and what that would be like, the cost?

Questions need to be answered about what are the goals of the effort. To grow membership? Grow followers? The original goal was to get to the consumers and the secondary goal to gain membership. Mike Cobb mentioned the power of content...listing wants/needs? Could we find a quick solution video/blurb? Weekly featured listings? Are we allowed to use on Instagram? Facebook? Matt L. mentioned the Trade2+ (Boston) (?) Larger sales very easy to transition to posting articles to closed sales. Use the public side of our website for followers, but you have to be a member. Mike Cobb said maybe we do a giveaway based on follows, etc?

Matt L. said there was meeting a few weeks ago with Nancy at Catylist. Nancy no longer works at Catylist and neither does Richard Maxson. There were disagreements about negative feedback on the new platform. Nancy had said you don't have to move over to the new platform, not ready.

Scott Forte, Ethan, Nicole and Matt L. meet every other week. The next meeting is July 27th at 10:00 am.

We need to have Christian and Doug come back to us with the numbers before we can have a discussion about the marketing budget.

3. **Treasurer's Report** – J. Boufford:

    a. MOTION to review the month end financials for May and June 2022**.** They were reviewed and will be put on file.

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

- Since the last meesting in May, there have been 12 inquiries for NECPE....7 NH, 5 in ME..

- NECPE renewals are going pretty well this year. Out of 360 NH Invoices – 30 haven't renewed yet; out of 195 invoices for ME – 23 haven't renewed yet; 15 invoices for Mass – 1 hasn't renewed; all 2 for VT have paid; and lastly the Other realtors 9 invoiced and 2 haven't renewed. Out of all the members, 14 have told me they won't be renewing – many are retiring and others just don't do enough business.

- As always working on withdrawals/deletions.

5. **New Business:** No new business.

6. **Adjournment**:

   A **MOTION** to adjourn the meeting was **SECONDED** and **APPROVED**. Meeting adjourned at 10:57 am.

   Respectfully submitted,

   Allison Ropes
   Executive Officer
   NHCIBOR/NECPE