

**BOARD OF DIRECTORS MINUTES
WEDNESDAY, APRIL 29, 2026
RESIDENTIAL REAL ESTATE COUNCIL
BOARD OF DIRECTORS ZOOM MEETING**

MINUTES

Chairperson: Teresa Pitt, CRS

CEO: Jeff Hornberger, CAE

Following are the minutes of the Residential Real Estate Council Board of Directors Meeting on Wednesday, April 29, 2026 via Zoom.

CALL TO ORDER:

The meeting was called to order at 1:04 p.m. by the Chair, Teresa Pitt, CRS. The chair welcomed the Board to the meeting and reminded the board to read the Council's mission statement, purpose, disclosure statement and confidentiality agreement.

APPROVAL OF AGENDA:

The agenda of the meeting was approved by consensus.

APPROVAL OF MINUTES:

The minutes of the Board of Directors meeting held on Wednesday, January 28, 2026 in Chicago, IL and on Tuesday, March 31, 2026, via Zoom and were approved by consensus.

CONSENT TO SERVE AND BOARD NORMS:

Staff presented consolidated **Consent to Serve document** and **Board Norms**.

The purpose is to streamline expectations and consolidate policies into one accessible document. Discussion included potential expansion for state leaders.

Action Motion:

It was **MOVED, SECONDED, and CARRIED** to approve the Consent to Serve and Board Norms forms.

SELL-A-BRATION DEBRIEF AND DISCUSSIONS:

The board agreed that the conference was successful overall, with strong organization, engagement, and positive attendee experiences—especially for networking, exhibitors, and first-time attendees. Recommendations on refinement for future years include repeating high in-demand sessions, consideration of VIP/tiered experiences, reconsideration of new logos, review pricing and registration strategy, and exploration of new audiences and partnerships.

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PRESENTATIONS:

An update was given on the two committees and a task force.

- Leadership Development & Training Committee – Chair Kim Knapp provided an overview and noted that the committee is using events, the Sellabration booth, and a targeted webinar to attract engagement and future leaders. A featured first-ever webinar (“What the Most Influential Realtors Do Differently”), is being held in late May, designed to provide value first, then introduce leadership opportunities. A shift in strategy: Instead of “we need leaders,” position leadership as a benefit to personal/business growth (although board recommended more marketing towards 2027 volunteer opportunities).
- Next Gen Committee – Chair, Dania Diaz. The main initiatives and ideas shared include
 - a State Ambassador Program to create entry-level leadership roles to engage newer members.
 - a proposed “rising star” award that would recognize newer CRS designees (within ~2 years)
 - a YPN integration strategy to leverage the strong YPN (Young Professionals Network) brand.
 - Event strategy, specific to June legislative meetings, to increase energy and participation at events (music, social atmosphere, photos, networking).
- State RRC Revitalization initiative – Facilitator Peggy Hoffman Reported that major shifts are happening in the components/chapter industry and that change is needed including: move from events → community building, redesigning leadership roles (smaller, clearer, easier), Focus on belonging and peer connection, use data-driven decision making, centralize systems/tools.

EXECUTIVE SESSION: PERSONNEL PRACTICES COMMITTEE DISCUSSION

The Board went into executive session at 3:07PM CT and ended at 4:08PM CT.

ADJOURNMENT:

The meeting was officially adjourned at 4:13PM CT

**RESIDENTIAL REAL ESTATE COUNCIL
2026 BOARD OF DIRECTORS ATTENDANCE**

Name	APRIL 29
Teresa Pitt, CRS	Present
Debra Beagle, CRS	Present
Addie Owens, CRS	Present
Vivian Macias, CRS	Present
Lindsey Culver, CRS	Present
Julie Erickson, CRS	Present
Ingrid Prather, CRS	Present
Alison Wisnom, CRS	Present
Laurence Birch	Present

PARLIAMENTARIAN
Carol Austin, CAE (Ret.), PRP

**RESIDENTIAL REAL ESTATE COUNCIL
2026 STAFF PRESENT**

Alexandra Campbell, Vice President of Professional Development
Amelia Garza, Director of Communications & Content
Jeff Hornberger, Chief Executive Officer
Colleen McMahon, Chief Member & Volunteer Services Officer
Patricia Stodolny, Executive Assistant