

**BOARD OF DIRECTORS MINUTES  
WEDNESDAY, APRIL 9, 2025  
RESIDENTIAL REAL ESTATE COUNCIL  
BOARD OF DIRECTORS CALL**

**MINUTES**

**Chairperson:** Vivian Macias, CRS  
**CEO:** Jeff Hornberger, CAE

Following are the minutes of the Residential Real Estate Council Board of Directors Call on Wednesday, April 9, 2025.

**CALL TO ORDER:**

The meeting was called to order at 1:03 p.m. by the Chair, Vivian Macias, 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 December 18, 2024, and March 28, 2025, via Zoom were approved by consensus.

**SELL-A-BRATION RECAP:**

A recap from Sell-a-bration that was held in March in Nashville was given with group discussion.

**Successes:**

- Over 800 attendees celebrated
- Sponsorship sales were up from 70% to 95% compared to the previous year.
- The graduation ceremony improvements were very well received.
- "Meet the Candidates" forum went well (though could be scheduled more strategically next time).

**Areas to Improve:**

- Sessions ran long and overlapped, making transitions between them difficult.
- More exposure for sponsors requested (e.g. through leadership day or better traffic to the exhibit hall).
- Feedback loop from sponsors post-event is already in place but could be deepened with focus groups or earlier outreach for booking.
- Earlier release of the sponsorship prospectus planned (June instead of September).

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**DISCUSSION: MEMBERSHIP:**

The board was given an opportunity to discuss membership and its challenges. Membership declined due to the dues increase, NAR litigation, and internal website issues. The board discussed proposed ideas going forward.

**TASK FORCE – EDUCATION ADVISORY COMMITTEE:**

Education Advisory Chair, Mark Given, CRS was asked to give an update to the board. One instructor, whose contract is up for expiration, will not have their contract renewed due to a variety of factors. They also discussed upcoming initiatives.

**POLICY MANUAL CHANGES:**

Minor edits and updates were proposed to the board. Some specific policies will be revisited for deeper discussion.

**Action Motion:**

It was **MOVED, SECONDED, CARRIED** to approve all non-contentious policy manual changes, excluding Policy 312: Personnel Practices Committee and Policy 314: Regions of the Council.

Those specific policies will be revisited for deeper discussion.

**TASK FORCE/COMMITTEE UPDATES:**

**RVP Task Force**

The task force has met three times and will meet a few more times before the June Board meeting. They support continuing the current RVP program and structure, not switching to a new model. They recommend continuing training for RVPs, especially on fiduciary duties and leadership.

The RVP job description has been updated to include clearer expectations, required skills, and a new requirement: prior service as a state president. It also outlines time commitments, benefits, and success competencies.

There's consensus to keep RVP terms at one year, with possible reappointment based on performance. Additional recommendations, particularly on state leadership accountability, will be noted for future review.

**Global Task Force**

They are determining whether a permanent committee should exist and defining what the committee should do, having agreed on what it *shouldn't* do. Further calls are scheduled; they aim to have a go- or no-go recommendation soon, and should a committee structure be recognized, a proposal will be ready for the June board meeting.

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**Leadership Development & Training Committee**

The committee is focused on promoting leadership opportunities and development within RRC. They will be coordinating with the Credentialing Committee to avoid overlap. A full report will be made to the board soon.

**DISCUSSION: BEST PRACTICES FROM JANUARY BOARD ORIENTATION:**

During the board orientation one of the key suggestions was to conduct a board self-assessment, which was sent to the 2024 board members. The purpose of the self-assessment was to reflect on key responsibilities, board-member relationships and organizational outcomes. The goal was to foster an environment of success and excellence.

**BOARD NORMS DISCUSSION:**

CEO, Jeff Hornberger introduced the idea of formalizing board norms—guidelines that aren't official policy or bylaw, but rather shared expectations and principles that guide board behavior and operations. Board members agree that drafting such a document has merit. A draft will be circulated for consideration at the next meeting.

**EXECUTIVE SESSION – CEO BONUS:**

The Board went into executive session at 4:01PM CT and ended at 4:31PM CT.

**ADJOURNMENT:**

The meeting was officially adjourned at 4:32PM CT

**RESIDENTIAL REAL ESTATE COUNCIL  
2025 BOARD OF DIRECTORS ATTENDANCE**

<b>Name</b>	<b>APRIL 9</b>
Vivian Macias, CRS	Present
Teresa Pitt, CRS	Present
Debra Beagle, CRS	Present
Tricia Nekota, CRS	Present
Julie Erickson, CRS	Present
Ellis Gardner, CRS	Present
Mark Gordon, CRS	Present
Alison Wisnom, CRS	Present
Laurence Birch	Present

**RESIDENTIAL REAL ESTATE COUNCIL  
2025 STAFF PRESENT**

Jeff Hornberger, Chief Executive Officer  
Colleen McMahon, Chief Member & Volunteer Services Officer  
Mel Burkholder-White, Vice President of Professional Development  
Chere LaRose, Vice President, Marketing & Communications  
Patricia Stodolny, Executive Assistant

Guests:  
Mark Given, Chair of the Education Advisory Committee  
Jason Abellada, Parliamentarian