

**BOARD OF DIRECTORS MINUTES  
WEDNESDAY, AUGUST 6, 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, August 6, 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 June 2, 2025, in Washington, D.C. were approved by consensus.

**UPDATE ON ACQUISITION PROJECT:**

Marilyn Wilson from WAV Group presented an overview of potential growth initiatives for RRC, focusing on expanding education and training opportunities. She discussed various categories of education, including pre-licensing, CE, sales coaching, marketing/technology, team coaching, and real estate technology portals. Marilyn emphasized the importance of finding partnerships or acquisitions that would be "future forward" and align with RRC's high-level membership. She spoke of exploring opportunities with local associations, brokerages, and potentially investing in emerging AI-supported education companies. The next steps involve further research and developing a prioritized list of potential opportunities for RRC to consider.

**PROPOSED DUES INCREASE:**

The board discussed a proposed \$10 dues increase, effective for December 2026 billing. After a discussion the board made the following motion:

**Action Motion:**

It was **MOVED, SECONDED, CARRIED** to approve the proposed \$10 dues increase, effective for December 2026 billing.

**DISCUSSION ON 2026 IDEAS EXERCISE:**

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In July, board members were invited to submit programs, initiatives, or focus areas that could be considered for 2026 with a priority on generating revenue or maximizing the value of our existing efforts. Board members were invited to speak and present their proposals to the group.

**NEW BUSINESS:**

The board discussed a proposal to increase the number of board members from 9 to 11 in the election of 2026 for service starting 2027 and to 13 members in the election of 2027 for serving starting in 2028, but decided to table further discussion until September after a debate about whether to give members 30-day notice. The board voted against similar proposals last year, citing concerns about qualified candidates and the need for more development of leadership pipelines. The board agreed to bring the topic back as new business at the next meeting to allow for more discussion and potentially vote on whether to give notice to members about the proposed changes.

**EXECUTIVE SESSION – RECOMMENDATION FROM PERSONAL PRACTICES COMMITTEE:**

The Board went into executive session at 4:07PM CT and ended at 4:20PM CT.

**ADJOURNMENT:**

The meeting was officially adjourned at 4:20PM CT

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

<b>Name</b>	<b>AUGUST 6</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:

Addie Owens, 2026 First Vice President  
Lindsey Culver, 2026 Board of Director  
Ingrid Prather, 2026 Board of Director

Jason Abellada, Parliamentarian