

MINUTES

The 2011 ARELLO District 2/3 Conference Task Force met January 19, 2011, at the Embassy Suites, 300 Tallapoosa Street, Montgomery, Alabama.

The meeting was called to order at 4:30 p.m.

Those present were Task Force Chairman Commissioner Sheila Hodges; Commissioner Jewel Buford; Assistant Executive Director Patricia Anderson; Public Relations Manager Vernita Oliver-Lane; and Public Relations Specialist Lori Moneyham. Task Force members Commissioner Jan Morris and Commissioner Nancy Wright were absent. The task force meeting was properly noticed on the Secretary of State's website in accordance with the Alabama Open Meetings Act.

The task force met to determine the speakers, topics, and entertainment for the 2011 ARELLO District 2/3 Conference, scheduled for August 12-14, 2011, at the Perdido Beach Resort in Orange Beach, Alabama. The goal is to have the program finalized by April 2011

SPEAKERS AND SESSIONS

- Oscar Gonzales, Huntsville Area Association REALTORS® Association Executive
Commissioner Steve Cawthon has been asked to contact him.
Economist Gene Stanaland was contacted. His fee is \$5,000 for a 45-minute session with 15 minutes of Q &A to follow. The task force will likely opt for Mr. Gonzales, if he is available.
- Ricky Matthews -Chair of Governor's Commission on the Gulf Oil Spill
TOPIC: Gulf Oil Spill update
Commissioner Hodges will contact him.
- Matt Avinger
TOPIC: What's happening in the FBI district that includes Alabama
Commissioner Hodges will talk to Mobile Area Association of REALTORS® Association Executive Jeff Newman to obtain Mr. Avinger's contact information
- Rev. Dr. John Ed Mathison
TOPIC: Sunday morning breakfast presentation
Lori Moneyham will contact him. If Rev. Mathison cannot attend, Rev. Thomas Butts will be contacted.
Commissioner Dorothy Riggins-Allen will also be asked to provide two musical selections at the breakfast.
- Ms. Anderson suggested a change to the Jurisdiction Updates. She recommended sending a set of questions to the jurisdictions regarding key issues in their areas (i.e. hot topics, legislation, etc.). Two people, one from each district, will facilitate the session. Teresa Hoffman from the Nebraska Real Estate Commission was mentioned as a possible facilitator.
- The Saturday lunch that is currently list on the schedule as "on your own" will be provided for attendees, if sponsorship can be obtained.
- Possibilities are being explored to offer a booth with David Grayson of LSN, Inc. providing information on mobile marketing.
- Information was also provided on public relations speaker Peter Shankman. He is a possible backup option, depending on cost.

The conference schedule may be altered to accommodate speaker session times and/or changes to the setup of the jurisdiction reports.

POTENTIAL SPONSORS

- The Alabama Association of REALTORS® (AAR) has agreed to sponsor, but has not specified what they will sponsor.
- The Mobile Association of REALTORS® has been contacted about sponsoring. Commissioner Hodges will follow up with Mobile Executive Director Jeff Newman.
- Baldwin County Association of REALTORS® board will meet in February and determine their level of sponsorship.
- The Alabama Center for Real Estate (ACRE) will also be contacted about sponsorship. Perhaps they can provide sponsorship of the music for the welcome reception.
- Commissioner Bill Watts will talk to the Birmingham Association of REALTORS® about sponsoring.

PROMOTIONAL ITEMS/DOOR PRIZES

- Commissioner Buford mentioned that the Governor's Mansion Gift Shop can prepare Alabama-shaped baskets containing Alabama-produced products for door prizes at the ARELLO Midyear Meeting in April. The Goat Hill Gift Shop is also an option for the baskets.
- Commissioner Hodges will get a copy of Lulu's Cookbook as a door prize.
- Ms. Anderson recommended advertising to attendees that resort casual dress will be appropriate for this meeting and encourage attendees to bring their families.

ENTERTAINMENT

- The networking reception will consist of a luau. Brent Burns has been contacted by Commission Hodges to provide entertainment at the reception. She is awaiting confirmation that he is not booked. A hula hoop contest was also suggested.
- Commissioner Buford suggested having CD's of metal drum/tropical music playing as guest are registering at the hotel.
- The outside bar area at the Perdido is an option for the welcome reception. There is an optional room available in the event of inclement weather.
- Commissioner Buford also suggested putting sunscreen in the attendees' registration bags.
- Commissioner Hodges suggested trying to get two players from Auburn University's 2011 National Championship team to be available for photos with the attendees. Commissioners Watts and Riggins-Allen have Auburn connections and will be contacted.
- The musician who performed at the 2010 ACRE reception was mentioned as possible entertainment for the welcome reception.
- An Alabama trivia game with giveaways to the winners is being considered.

Commissioner Hodges would like for the task force to meet every month through April 2011 with the intention of having all plans finalized by April. The dates for those meetings are to be determined.

The meeting adjourned at 5:30 p.m. The next meeting will be held in February 2011 at the Alabama Real Estate Commission offices in Montgomery, Alabama. The date is to be determined.

Sheila Hodges, Chairman

Lori Moneyham, Recording Secretary