

# Ready Set Spring Steering Committee

Lawrence Board of REALTORS®

11:00 am, Thursday, December 22, 2022

## 2022-2023 RSS Steering Committee Roster:

Josh Reazin	BHG Kansas City Homes (Co-Chairperson)
Michelle Fales	RCB Bank (Co-Chairperson)
Renee Barrett	Crystal Clear Realty
Austin Harkrader	Realty Executives HRE
Stacie Hulshof	Crystal Clear Realty
Abigail Hummel	Stephens Real Estate
Erin Maigaard	Realty Executives HRE
Jill Stueve	KW Integrity
Ashley Zeller	Bank Midwest

## I. Discuss Event Details

Details for Thursday, February 16, 2023, at Abe & Jakes Landing  
\$30 Early Bird for members/non-members until January 20, 2023  
\$40 Regular Admission beginning January 20, 2023

### 1. Sponsorships – Event Sponsorships are finalized as follows.

Title Sponsor @ \$2,000	Truity Credit Union
Session Sponsor @ \$500	Session 1 Sponsor: Ashley Zeller, Midwest Bank Mortgage Session 2 Sponsor: CEK Insurance Session 3 Sponsor: Lawyer's Title of KS
Food Sponsors @ \$500	Michelle Fales, RCB Bank Mortgage <del>Meridian Title</del>
Happy Hour @ \$500	Fairway Mortgage Ad Astra Home Inspections Security 1 <sup>st</sup> Title Primrose Management & J&E Painting – 50/50

### 2. Table Sponsor Goal – 14 (5 are sold, leaving 9 open) Based on floorplan/setup with 23 tables and the 9 Major sponsors also get a table.

Committed Table Sponsors @ \$200 ea.

- Alpha Roofing
- Continental Title
- Home Warranty Inc
- Lawrence Mobile Notary
- Prime Lending

Sponsor Spreadsheet available at

[https://docs.google.com/spreadsheets/d/19c5F4OgHC1DXFkntCib4F4p\\_eJ0\\_8oVtTmc0aIY\\_FSY/edit?usp=sharing](https://docs.google.com/spreadsheets/d/19c5F4OgHC1DXFkntCib4F4p_eJ0_8oVtTmc0aIY_FSY/edit?usp=sharing)

## II. Marketing Timeline


Registration is open

### III. Marketing

- a) Media Relations to Coordinate a Social Media Campaign targeting membership and KS REALTORS®
- b) Other Marketing Steps/Options
  - 1. Private Facebook Page for LBOR
  - 2. Direct the flyer to all area offices
  - 3. Direct flyer in dedicated email to all members
  - 4. Publish on Paragon home page
  - 5. Mail flyer to area associations

### IV. Other Items

### V. Adjourn

	
<b>2023 RSS Projected Income &amp; Expense Report</b>	
<b>Income</b>	<b>Amount</b>
Major Sponsorships	\$ 6,000.00
Table Sponsorships (14 @ \$200)	\$ 2,800.00
Tickets (100 @ \$30)	\$ 3,000.00
LBOR Contribution	\$ -
<b>Total Income</b>	<b>\$ 11,800.00</b>
<b>Expenses</b>	<b>Amount</b>
Ifoma Pierre	\$ (4,200.00)
Ifoma Pierre Travel Costs	\$ (1,200.00)
Breakfast/Snack/Lunch	\$ (2,500.00)
Bar/Beverages	\$ (1,200.00)
Recording of Ifoma Pierre and Historical Homes sessions	\$ (2,000.00)
Janella Williams (Marketing)	\$ (250.00)
<b>Total Expenses</b>	<b>\$ (11,350.00)</b>
<b>Total (Net) Income</b>	<b>\$ 450.00</b>