

Community Relations Committee

Agenda / Action Items / Minutes



Date: 2/27/2025	Co-Chairperson: Karie Magee	Co-Vice-Chairperson: Open
Time: 10am-11am	Co-Chairperson: Wilna Strydom	Co-Vice-Chairperson: Open
Location: LBOR President	Staff Liaison: Bailey Stuart	Staff Liaison: Rob Hulse

AGENDA ITEMS

No	Topic	Presenter	Done	Notes/Update
	WELCOME & INTRODUCTIONS			
	NAR Community Outreach Examples - https://realtorparty.realtor/community-outreach			
1	2025 Community Relations Committee			
	a. Supporting the LBOR Strategic Plan			
	b. Communication Preferences? Group Texting?			
	c. Any new thoughts or ideas following our existing event updates.			
2	Event Update: Poker FUNdraiser - Scott Boling			
	a. Renamed to Casino Night?			
	a. Next Meeting is March 11th at Maceli's.			
	b. Expanding the event to include Bingo and Black Jack for this year.			
	c. Event Date: Saturday, June 21st at Maceli's.			
3	Event Update: Charity Classic - Jill Stueve and Secily Rees			
	b. October 20th at Lawrence County Club			
	b. Please let Jill, Secily, or Rob know if you would like to be added or removed from Steering Committee.			
4	2025 Blood Drives for LBOR			
	a. March 19, 20, and 21 is quickly approaching.			
	b. June 11, 12, and 13			
	c. October 13, 14, and 15			
5	Update from the Lawrence REALTORS® Community Foundation - Greta Carter-Wilson			
	a. Open Trustee Position for a REALTOR® Member - 2025 Board of Trustees will determine who fills the role.			
	b. Applications for funding will open on July 1st - to close on October 22nd.			
	c. 2025 Events to Support are the Casino Night and Charity Classic.			

- 6 **Insights/Input from the Committee**
 - a. Discuss committee thoughts or ideas for 2025?
 - b. Planning ahead - 2026?
 - c. Consider Quality vs Quantity
- 7 **Needed: CRC Vice-Chairpersons for 2025 (will then become the Chairpersons for 2026)**
- 8 **New Business: For Any Requests of the Marketing & Communication Committee - Please see:**
https://docs.google.com/forms/d/1AIWkNP0N8G5tusjXl2njmtMlaq1k5kUshFDfh_SStgc/edit
- 9 **All volunteers are invited for a Lawrence Lights celebratory get together - March 10th from 4:30pm to 7:30pm at LBC.**
- 10 **Next Meeting: March 27th at 10am - and the 4th Thursday of each month thereafter**
- 11 **Adjourn**

COMMUNITY RELATIONS COMMITTEE ACTION ITEMS

Action	Due Date	Responsible Member	Done	Notes/Update
1				
2				
3				
4				
5				

Tabled or Old Business	Due Date	Responsible Member	Done	Notes/Update
1				
2				
3				
4				
5				

Community Relations Committee Minutes

January 23, 2025 – 10:00am

Previous **Meeting Minutes** were approved.

Attendance standards for the Committee were discussed. The Committee has the authority to approve or deny a requested excused absence. A Committee Member's 3rd unexcused absence will be considered resignation from the Committee. It is important to attend meetings for continuity of rules and policy discussions, and to maintain a manageable quorum.

Committee members were welcomed to the first meeting of 2025. The Committee did a round of introductions.

First on the agenda was an update from the Lawrence REALTORS® Community Foundation (LRCF). Chairperson Greta Carter-Wilson provided a financial recap of grants awarded in 2024, gave an update on the newly adopted LRCF Bylaws, and announced to the Committee that an open position is available for a REALTOR® member on this year's LRCF Board of Trustees.

Next, Staff provided Committee members with an update on the Lawrence Lights – Making Spirits Bright Fundraiser. An Income/Expense report was provided to all Committee Members. Additionally, it was announced that the LBOR will discontinue our involvement with Lawrence Lights in 2025. Volunteers who are interested are still encouraged to support the event, which is hosted by SERTOMA.

Next, Committee members received an update on the Poker Fundraiser. Chairperson Scott Boling shared details of this year's event, which will be held on June 21st at Maceli's. This year the event is expanding to include Bingo, as well as Blackjack. The next meeting of the Poker Committee is on March 11th at 1pm at Maceli's.

Next, the dates for the Red Cross Blood Drives were announced. The LBOR will continue to host 3-Day events this year.

Next, Committee members received an update on the Charity Classic. Co-Chairpersons Jill Stueve and Secily Rees provided information about the 2025 event. Target dates are October 20th or September 29th. The LBOR will investigate the best options based upon other fundraisers, including the LHBA tournament, as well as possible calendar conflicts such as the KAR Annual Conference. Jill and Secily shared information with the Committee about a recent meeting with GolfStatus.com, a third-party that LCC is using to help put on events in 2025. The LBOR is not required to coordinate with GolfStatus.com but is evaluating the pros and cons of involving this third party to help with the event. Volunteers interested in helping with the Charity Classic are encouraged to let Jill, Secily, or Rob know.

Next, the Committee was asked for any additional insights or input from Committee members. Also, Co-Vice-Chairpersons are needed for 2025. Co-Vice-Chairpersons will become Co-Chairpersons in 2026.

Having reached the end of the meeting, the next meeting was announced for 10am on Thursday, February 27th at the LBOR Office.

Meeting Adjourned.

Community Relations Committee 2025	Role	Jan 23	Feb 27	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Present	Excused	Unexcused
		Thu	Thu											P	E	U
Karie Magee	Co-Chairperson	P												1	0	0
Wilna Strydom	Co-Chairperson	P	R											1	0	0
Steve Allen	Committee Member	P												1	0	0
Scott Boling	Committee Member	P												1	0	0
Greta Carter-Wilson	Committee Member	P												1	0	0
Andrew Drinkard	Committee Member	P												1	0	0
Kent Fisher	Committee Member	P												1	0	0
Linda Dischner-Hawley	Committee Member	U	R											0	0	1
Bev Hill	Committee Member	P												1	0	0
Nesreen Iskandrani	Committee Member	U												0	0	1
Kelsey McClasky	Committee Member	E												0	1	0
Deborah McMullen	Committee Member	P												1	0	0
Susan Parker	Committee Member	U												0	0	1
Laura Polite	Committee Member	U												0	0	1
Gladys Powers	Committee Member	P	R											1	0	0
Secily Rees	Committee Member	P												1	0	0
Jesse Rice	Committee Member															
Kelly Rodriguez	Committee Member	U												0	0	1
Jill Stueve	Committee Member	P												1	0	0
Kate White	Committee Member	E												0	1	0
Sean Williams	Committee Member	U												0	0	1
Amy Wilson	Committee Member	U												0	0	1
Jessica Wollesen	Committee Member	P												1	0	0
Bailey Stuart	President															
Rob Hulse	LBOR Staff	P												1	0	0

P - Present; E-Excused; U-Unexcused; R-Requested Excused



LBOR Strategic Plan 2023



OUR MISSION

The LBOR is a business association that advocates for private property rights and is committed to enhancing the professionalism and integrity within the real estate industry.

OUR VISION

REALTORS® advocating for a thriving Lawrence and area community.

OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

As REALTORS® sworn to uphold a strict Code of Ethics, our members are avowed to treating all clients, members of the public, and each other equally, regardless of their race, color, religion, sex, disability, familial status, national origin, sexual orientation, or gender identity.

The REALTOR® commitment to diversity and equity is the strongest in real estate, going a step farther than the federal Fair Housing Act, which does not include sexual orientation and gender identity as protected classes against housing discrimination.

- Seek to expand the knowledge and sensitivity of REALTORS® to diversity, equity, and inclusion issues.
- Offer education about Fair Housing and cultural sensitivity.
- Encourage association leadership among the diverse members of LBOR.
- Integrate key stakeholder diversity groups into the life and mission of the association.
- Have a positive impact on the cultural conversations in Douglas County related to diversity through education, exposure, and strategic partnerships.
- Create clear metrics for accountability, growth, and success of our action plan.

OUR STRATEGIC GOALS

GOVERNANCE – LBOR operates a fiscally responsible business that utilizes the talents of leaders, members, and staff to support and execute the strategic vision of the organization.

ADVOCACY – LBOR is committed to proactively preserving and protecting real property rights, healthy growth, economic vitality, and improving the quality of life in our communities.

COMMUNITY OUTREACH – LBOR's Community Foundation is positioned to positively impact housing for all within Douglas County.

PROFESSIONAL DEVELOPMENT – LBOR provides programs that empower members through continuous learning and collaborative growth, to foster excellence in the Real Estate Industry.

COMMUNICATIONS – Through an effective communication strategy, LBOR maintains and fosters meaningful relationships with members, the media, and our communities.

MLS – LBOR owns and operates a wholly owned subsidiary corporation that provides MLS business services to members.

GOVERNANCE

LBOR operates a fiscally responsible business that utilizes the talents of leaders, members, and staff to support and execute the strategic vision of the organization.

OUR STRATEGIC OBJECTIVES

- **STAFFING** – To effectively manage our business, LBOR hires exceptional professionals that are future-forward leaders, demonstrating both integrity and proficiency in their role.
- **FACILITY AND OPERATIONS** – LBOR owns our building and demonstrates pride of ownership.
- **FINANCIAL INTEGRITY** – LBOR is a fiscally responsible business that funds the objectives in the strategic plan, maintains adequate reserves and has an investment strategy to protect its assets.
- **GOVERNANCE STRUCTURE AND LEADERSHIP DEVELOPMENT** – LBOR is committed to having governing documents and policies that are in accordance with the National Association of REALTORS® to support the values defined in our strategic plan.
- **BUSINESS STRENGTH** – LBOR is open to conversations with other entities that can benefit the business of the LBOR & LMLS.

ADVOCACY

LBOR is committed to proactively preserving and protecting real property rights, healthy growth, economic vitality, and improving the quality of life in our communities.

OUR STRATEGIC OBJECTIVES

- **RPAC AND ISSUES FUNDRAISING** – LBOR has a vibrant culture of investing in the political process and supporting the initiatives inherent to KAR's and NAR's REALTOR® Party ideals.
- **PUBLIC POLICY** – LBOR is an influential and integral part of all decisions that impact property rights in Douglas County.
- **GRASSROOTS MOBILIZATION** – LBOR mobilizes specific members when needed to convey a consistent message regarding issues affecting our industry and private property rights.
- **TRUSTEES** – Trustees conduct candidate interviews for local elections and endorse and fund candidates who support property rights, economic vitality, and community enhancement.
- **INFLUENCE AND OUTREACH** – LBOR advances our positions by leveraging the talents of members who have extensive relationships with a spectrum of boards, commissions, government entities, regulatory bodies, and other business organizations.



COMMUNITY OUTREACH

Lawrence REALTORS® Community Foundation (LRCF) is positioned to positively impact housing for all within Douglas County.

OUR STRATEGIC OBJECTIVES

- **PROGRAM AND EVENTS** – Through LBOR events, LRCF is positioned to positively impact housing for all within Douglas County.
- **ADVOCACY AND CONSUMER MOBILIZATION EFFORTS** – LBOR partners with the public and other charitable organizations to support community initiatives that align with our interests for mutual benefit.
- **INFLUENCE, OUTREACH** – LBOR advances our positions by leveraging the talents of members who have extensive relationships with a spectrum of boards, commissions, charitable entities, regulatory bodies, and other philanthropic organizations.

PROFESSIONAL DEVELOPMENT

LBOR positions members to go beyond the basics by providing access to quality practical and specialized education.

OUR STRATEGIC OBJECTIVES

- **CAREER PROGRAMMING** – Through innovative and strategic programming, LBOR supplies members with the tools and knowledge to excel in a dynamic real estate industry.
- **TRAINERS** – LBOR provides members with access to industry experts who inspire, educate, mentor, and empower REALTORS®.
- **TARGET AUDIENCES** – LBOR fosters the growth of real estate professionals at all levels of their career path.
- **DELIVERY OPTIONS** – LBOR Provides access to skill courses, seminars and workshops delivered through a variety of avenues to provide members with growth opportunities.
- **PROFESSIONAL STANDARDS** – To elevate the practice of the profession in the industry, Members are educated and encouraged to responsibly utilize the Professional Standards process as defined by the National Association of REALTORS®.

COMMUNICATIONS

Through an effective communication strategy, LBOR maintains and fosters meaningful relationships with members, the media, and our communities.



OUR STRATEGIC OBJECTIVES

- **MEMBER COMMUNICATIONS** – LBOR inward facing messaging is focused on communicating the value that the association provides along with the programs, products and services it delivers.
- **PUBLIC RELATIONS** – LBOR communicates to the public messages that are focused on bringing awareness to topics that affect our industry and the communities we serve.
- **DELIVERY METHODS** – LBOR utilizes a variety of methods to communicate its message to members and the public.
- **BRAND IDENTITY AND MESSAGING** – In collaboration with KAR and NAR, LBOR communicates timely, relevant, and accurate industry-related information across a variety of outlets.
- **TALENT MEMBER DATABASE** – LBOR is aware of the talents and skills of its members to provide necessary input on topics that impact our business and our industry.

MLS

LBOR owns and operates a wholly owned subsidiary corporation that provides MLS business services to members.

- **Platform**
- **Technologies**
- **Business Model**
- **Productivity Tools**
- **Expansion, Mergers, Consolidations**



Give hope this spring.

Give blood.



**American
Red Cross**



Blood Drive **Lawrence Board of Realtors**

Conference Room

**3838 W. 6th St.
Lawrence, KS 66049**

**March 19th -March 21st
9:00 a.m. to 3:00 p.m.**

To make your life-saving appointment call 800-RED-CROSS, use the Blood Donor App. or visit RedCrossBlood.org (Use sponsor code: LBOR)

Be sure to bring a photo ID, drink plenty of water and eat before your appointment. Save time at your appointment, complete Rapid Pass - pre-reading and questions - the DAY OF your appointment via the Blood Donor App. or RedCrossBlood.org/rapidpass.



Scan to be directed to
RapidPass®

**Come to give in March for a \$10 Amazon.com Gift Card
by email. See rcblood.org/March**



Scan to schedule
an appointment.

1-800-RED CROSS | 1-800-733-2767 | RedCrossBlood.org | Download the Blood Donor App