



MINUTES

Information Management Advocacy Group

Date: Monday, Oct. 1, 2007

VAR Convention

Williamsburg, VA

Presiding: Al Patel, 2007 Chair

In attendance: Fred Morgan, Sam Mayo, Peggy Burke, Candy Lynn, Winsome Sears, Winsome Sears, Ben Martin, Alecia Moroz, Michelle Robertson, Vinh Nguyen, Debbie Werling, Sha Williams, Deborah Lysyshn, Scott Rogers, Al Patel
Staff Liaison: Lisa Noon

Old Business:

Minutes from previous meeting were M/S/A.

REALTOR Image Funding: Staff updated the members on the programs that had been funded and funds remaining for 2007. The program was approved to carry through the 2008 budget year.

Website: There was discussion of password-protection of Broker/Manager section of website, with consensus to apply login and track usage. Section could include information from VMC, blog for brokers, etc. Members suggested we add disclaimer to online CIGB lessons to clarify that they do not satisfy quadrennial ethics requirements of NAR.

New Business:

Scott Rogers took the gavel as incoming chair, and provided an overview of IMAG responsibilities.

Social Media Initiatives: Ben Martin reported on social networking opportunities for VAR, including convention weblog, social media lab, and outreach to Virginia Realtors who are already blogging. Social networking using LinkedIn with VAR groups launched for LinkedIn and Facebook. Policy Board audio briefing sent using podcast; will be looking at additional uses for podcasting content from VAR. Tutorial to blogging has been set up on a Wiki for members to access. Members suggested VAR publish a social media guide for brokers, AE's and agents to be available online and also as classroom tutorial for local associations.

Research: Economic Issues & Research Forum this fall may be postponed to 2008 due to discussions initiated with George Mason University on home sales applications and analysis.

Media plan: Staff updated group on new media plan; members suggested we record and podcast home sales conference calls.

Adjournment:

Next meeting will be by conference call; tentative date is Dec. 5.