

**Diversity Committee Minutes**  
**2023 Summer Meetings**  
**Okoboji, Iowa**  
**June 6, 2023, 12:35pm**  
Email: [diversity@iowarealtors.com](mailto:diversity@iowarealtors.com)

Chair Nora Crosthwaite called the meeting to order at 12:39pm

Chair Nora Crosthwaite read the antitrust statement

Roll Call was taken

Present: Nora Crosthwaite, Regen Johnson, Anthony Lyne, Krista Clark, Nikki Woods, Nick Polum, Diana Symonds

Motion to approve 2023 IAR Capitol Conference minutes, 2nd, motion carries

Old business

NONE

New Business

**Translation Service rollout**

2 p.m. today getting email and social media blast about translation services available to all IAR members, to be used with clients. Partnering with ITek out of the QC area

IAR will pay 75% of cost, up to 12K\$ this year. Member pays 25%, \$1.15 per minute

When you talk to your members about this, there is a registration period. Can take a few days. Available via app and website

Member will be invoiced their amount to the email associated with their iTek account

Opt-in basis. Google form. Enter your M1 number and complete the form, within one week you'll get a link to set up your account. Then you get access to the translation services.

Contact Hector with questions or issues directly. His email is on the website:  
<https://www.iowarealtors.com/translation-services->

Look at creating a best practice guide

Is this a cost that agents could put on their clients?

On-site -. If you need on-site then you'd have to schedule them in advance. App/Web always available

If Quad Cities has a story on the use of this, please feel free to share with Nora, Greta or Ashlee for a case study.

Diversity Committee members are happy to come to local boards to discuss.

### **DEI Marketing/Comms Plan**

IAR has been hard at work focusing on telling the member stories. Highlighting people from across the state of Iowa.

Met with Nora to go over plans . A lot of activity in that regard on social and the blog, as well as marketing materials.

Taking the committee's vision and bringing it to light. Keep an eye on our social media to get more information and resources.

### **Upcoming DEI Events**

Let us know what events you are having locally that we can support. We want to support local efforts across the state. We can moderate, lend help anyway we can.

June 15 - NE Iowa DEI event

July 19 - Lender forum, ICAAR

October - Cedar Rapids DEI Day

October - Central Iowa, Chili Cookoff

Complete fairhaven, implicit bias, AHWD class.

NAR approved fair housing classes for renewal at last BOD meeting.

Education Director Kris Brend discussed upcoming classes:

Nate Johnson - Bias Override

AHWD - also a 6 hour class

Several one hour classes from Dave Bell.

Chair Nora Crosthwaite discussed committee goals. IAR had two strategic goals: Bridge the homeownership gap. The other was around representation in the agent and affiliate community. We had a spirited discussion at IAR Capitol Conference about the difficulties of someone getting a license if they need accommodations.

We are working with marketing to make information more accessible and visible for members to see what accommodations are available and what they need to do to access those. We'll be promoting those steps in July.

### **Professional Standards/Ethics**

The Professional Standards Program is a way to address discrimination and bias in the industry. Agents or brokers can report.

If we are going to curb this practice, you need to make sure you have a strong case to prove your case. We are only as good as the complaints that come in. Make these complaints and make sure that brokers know.

### **Open Discussion**

We, on the IAR DEI Committee are here to help get local boards started on their own DEI efforts.

Meeting adjourned at 1:09pm