

Communications Committee

Minutes

Iowa Association of REALTORS®

February 10, 2022

IAR Capitol Conference

The meeting was called to order by chair Nick Polum.

The minutes from the October 13, 2021 meeting at IAR Convention were approved.

IAR Staff discussed several improvements to the website that have been completed. A few examples were shown of trending news hub designs that IAR will possibly implement.

2022 President Byron Menke discussed IAR's broker outreach program. IAR Leadership and staff have begun hosting meetings throughout the state to reach out to brokers and have a discussion on how IAR can help them.

Staff gave an update on the New Member Welcome Plan email campaign and announced version 3 of the booklet coming out soon.

A brief update on the engagement and membership of social media was given and 2022 video projects were announced. IAR will be working with Rick Burger of Stang Films to produce several videos throughout the year.

Staff opened discussion for improvements or guest/topic ideas for the podcast.

The idea of social media ambassadors was discussed by Committee Chair, Nick Polum. IAR is looking for a few active members from each board that are willing to share IAR content a few times a month to broaden our reach. Ways to reward and incentivize members were discussed.

Amanda Nagle gave a Remine update. Remine Docs+ is a new transaction management platform that will be available for no cost to all IAR members by April 2022.

The Summer Meetings date and location was announced - June 8-10, 2022. Committee members and guests were encouraged to save the date and spread the news about the event.

Staff gave a Project Jack update for 2022, photos of projects are expected soon from teachers. Committee members were encouraged to like and share photos.

With no further business, the meeting was adjourned by Nick Polum.