Bay East Association of REALTORS® - Affiliate Committee

2022 Committee Action Plan – Q1 Report

2021 ON-GOING ACTION ITEMS					
Action	**Responsibility**	**Resources**	**Collaboration Opportunities**	**Deadline**	**Status**
Recruit new Platinum Affiliate committee members to represent our diverse pool of members.	Committee members: Actively reach out and invite new possible members to the meetings Staff:	➢ Affiliate Liaison		Ongoing	**Ongoing**
Affiliate Outreach- Committee members to reach out to all new Platinum Affiliates	Committee members: Participate in welcome calls Staff: Welcome emails	➢ Affiliate Liaison		Ongoing	**Ongoing.** Committee members to reach out to each new affiliate member via phone after staff sends welcome email
Host networking event to cultivate and leverage peer-to-peer networking, communication, interaction, and collaboration with a giving component (food drive and or toy drive)	Committee Members: Call all new Affiliates Staff: collect information and craft messaging. Email all new Affiliates	➢ Affiliate Liaison		4Th Quarter	**4th Quarter** No Action Yet
Participate in Member Event (Tech Event)	Committee members: Find venue, sponsorships, and complete planning Staff: Assist committee members with planning and promotion	➢ Marketing ➢ Affiliate Liaison		3rd Quarter	**3rd Quarter:** No action yet

2021 ON-GOING ACTION ITEMS

Action	Responsibility	Resources	Collaboration Opportunities	Deadline	Status
Work with the Education department to continue an Affiliate education plan, with at minimum one education event dedicated to diversity, equity, and inclusion.	Committee members: choose topics, arrange for speakers, plan presentations Staff: Organize marketing, help in planning for the event	➢ Marketing ➢ Affiliate Liaison	➢ IDEA ➢ CABREP ➢ C.A.R ➢ CAREB ➢ WCR	Quarterly	**Ongoing** The committee plans on one event a quarter. The completed class (es) are listed below ➢ Shedding a Light on Solar
Establish/ maintain Events, Recruitment and Education workgroups	Committee members: Plan events for 2022 Staff: Attend project team meetings.	➢ Affiliate Liaison		Ongoing	**Ongoing** Committee set events and education for the year.
Establish a tentative calendar of events with touchpoints	Committee members: Set Dates Staff:	➢ Affiliate Liaison		Jan 30	**Complete**

Bay East Association of REALTORS® - Commercial

2022 Workgroup Action Plan – Q1 Report

2021 ON-GOING ACTION ITEMS					
Action	**Responsibility**	**Resources**	**Collaboration Opportunities**	**Deadline**	**Status**
Expand Commercial Network	Committee members: Actively reach out and invite new possible members to the meetings Staff:	➢ Commercial Liaison		Ongoing	**Ongoing**
Offer 1-2 Commercial themed networking events	Committee Members: Develop Content Staff: Market event, staff event	➢ Commercial Liaison		1st & 3rd Quarter	**1st & 3rd Quarter** 1st Quarter event complete
Establish a Quarterly Email	Committee members: Send article and content to staff Staff: Write and send email	➢ Commercial Liaison		Ongoing	**Ongoing:** First Quarter complete
Update Commercial Network's webpage	Committee members: Focus on any new materials to add to the website Staff: Organize and load content to the website	➢ Commercial Liaison		2nd Quarter	**2nd Quarter:**

2022 Action Plan Quarter 1 Update – *Foundation*

	Action Item	Responsibility	Budget	Deadline	Current Status
1	Adopt a vision statement. Conduct market research in the community &among Bay East Members.	Staff & Exec		May	
2	Hold a minimum of two Trustee networking experiences.	Staff & President to schedule	$300	1st & 3rd Quarter	
3	Hold a minimum of one Fundraising event.	Events taskforce	$15,000 net proceeds	2nd Quarter	Q1: Confirmed TPC Stonebrae for a golf tournament to take place on 8/22. All money received will be to benefit the scholarship program. Tickets and sponsorships for the event will launch in Q2.
4	Create a Multi-Cultural Cookbook. Create a community facing book, pamphlet, ordigital product that aims to celebrate the diversity of cultures represented in our area.		$500	4th Quarter	
5	Partner with the Alameda County Food Bank. i.e. Bay East, Marketing or other community groups.	Community Advisory Committee		2nd Quarter	
6	Partner with Real Estate Multicultural organizations to obtain funds for diversity scholarships.	Exec	$300- Attend events $1,500- Sponsorship	August	

7	Create & distribute a quarterly communication to Foundation stakeholders & Bay East Members.	Communications taskforce		Ongoing	Q1: Waiting on the launch of IMIS to see what aspects will be beneficial to reach out to stakeholders.
8	Participate in a minimum of one community volunteer event. i.e. Adopt an Angel			December	Q1: Identified a volunteer event to take place in Q2, will be inviting a marketing group to join.
9	Explore partnering with other organizations/groups on fundraising efforts.			Ongoing	

2021 ON-GOING ACTION ITEMS					
Action	**Responsibility**	**Resources**	**Collaboration Opportunities**	**Deadline**	**Status**
Reach out to neighboring associations to explore different Commercial networks	Committee members: Staff: Reach out to local associations	➢ Commercial Liaison		Ongoing	**Ongoing:** Have reached out to Chicago and SDAR

Bay East Association of REALTORS® - Global

2022 Workgroup Action Plan – Q1 Report

2021 ON-GOING ACTION ITEMS					
Action	**Responsibility**	**Resources**	**Collaboration Opportunities**	**Deadline**	**Status**
Expand Global Network and Global Network Workgroup (Exprore IRMS, Members of other organizations, Etc)	Committee members: Actively reach out and invite new possible members to the meetings Staff:	➢ Global Liaison		Ongoing	**Ongoing**
Establish an education series spotlighting different countries (2-4 events)	Committee members: Develop Content and Contact speakers Staff: Market event, staff event	➢ Global Liaison		Ongoing	**Ongoing.**
Offer 1-2 Global themed networking events	Committee Members: Develop Content Staff: Market event, staff event	➢ Global Liaison		2nd & 4th Quarter	**2nd & 4th Quarter** No Action Yet
Establish a Quarterly Email	Committee members: Send article and content to staff Staff: Write and send email	➢ Global Liaison		Ongoing	**Ongoing:** First Quarter complete

2021 ON-GOING ACTION ITEMS					
Action	**Responsibility**	**Resources**	**Collaboration Opportunities**	**Deadline**	**Status**
Update Global Network's webpage (Include current information, currency exchange etc)	Committee members: choosetopics, arrange for speakers, plan presentations Staff: Organize marketing, helpin planning for the event	➢ Global Liaison		2nd Quarter	**2nd Quarter:**
Join a local organizations (AAREA, NHORA, ALPHA, FIABCI- etc)	Committee members: Staff: Join local association	➢ Global Liaison		Ongoing	**Ongoing** Have joined CAREA, CREA, AREAA, CABREP & NAHREP
Reach out to neighboring associations to explore different global networks	Committee members: Staff: Reach out to local associations	➢ Global Liaison		Ongoing	**Ongoing:** Have reached out to CCAR, SCAR, SAR
Grow working relationships with NAR Global staff	Grow working relationships with NAR Global staff	➢ Global Liaison		Ongoing	**Ongoing**: Have reached out to NAR Staff

2022 Committee Action Plan Quarter 1 Update – *I.D.E.A.*

Goals:		Strategies			
ONGOING ACTION ITEMS					
	Action	Responsibility	Budget	Deadline	Status
1	Identify and promote the value proposition of participating in Fair Housing training offered by NAR, C.A.R. or Bay East.	**Committee:** Participate in trainings offered & create marketing messaging to relay to members. **Staff Liaison**: Inform committee of trainings available. Coordinate with marketing department.		Ongoing	
2	Host a virtual/in person IDEA **education** event.	**Committee:** Plan and coordinate, obtain sponsors and speakers. **Staff Liaison**: Coordinate event logistics & plan with marketing department.		2nd Quarter	Q1: Event script created and task force is ready to launch the event in Q2. A date has not been set for the event.
3	Host an event where members can share experiences of inclusion and/or social injustices in the real estate profession.	**Committee:** Plan and coordinate, obtain sponsors and speakers. **Staff Liaison**: Coordinate event logistics & plan with marketing department.		3rd Quarter	Q1: Task force was created to look into and create an event that can be shared with membership.

NEW ACTION ITEMS					
	Action	Responsibility	Budget	Deadline	Status
1	Educate Bay East members and policymakers about homeownership gaps in Southern and Eastern Alameda County.	**Committee:** Obtain homeownership gap data and provide supportive materials to LGR. Staff Liaison: Coordinate distribution of materials to LGR.		Ongoing	
2	Promote NAR & C.A.R. involvement in DEI legislation and policies to Bay East members & the general public.	**Committee:** Work with LGR to stay informed on current legislation & policies. Staff Liaison: Coordinate w/ marketing department to deliver information to membership. Assist in collaboration with other committees.		Ongoing	
3	Conduct a membership survey on DEI issues.	**Committee:** Create survey questions. Staff Liaison: Ensure survey questions are approved by Bay East Leadership & distribute survey to members.		1st Quarter	Q1: Taskforce created to gather further details on the purpose of the survey, and if the survey would be beneficial to send to the membership.

Bay East Association of REALTORS® 2022 Action Plan –Leadership Development Committee

Goals:	Strategies
• Bay East members are valued as the knowledgeable, ethical, professional, and trusted voice of real estate. • Bay East leadership creates a positive impact in our profession and in our communities.	• Bay East leaders model and inspire the standard for professional behavior among leaders. • Identify and create collaborative opportunities that enhance members' ability to do business. • Highlight Bay East member contributions to the community and profession. • Create opportunities to groom current and new leadership. • Provide tools and information to our members to enable them to be real estate market experts. • Utilize communication channels to reach the diversity of our membership. • Stimulate pride and professionalism in our members. • Cultivate and leverage peer-to-peer networking, communication, interaction, and collaboration. • Offer support for professional and personal growth.

ONGOING ACTION ITEMS

	Action	Responsibility	Budget	Collaboration	Deadline	Status
	Identify 8 members who are interested in serving on Bay East Committees. 1. Maintain and market website with links for all positions and opportunities 2. Market the value poropisiton of serving on a Bay East Committee 3. Leverage videos highlighting leadership opportunities in an outreach campaign via email and social	Staff to maintain website, schedule email/social media campaigns, maintain potential candidates list. Committee members to assist with providing content for website, email campaigns, and communicate with those who are potential candidates.		Bay East Marketing Dept. LES Committee CEO	On-going	• Continually reaching out to Bay East members interested in volunteer opportunities. The Committee has been able to contact 12 members so far.

	media (quarterly) 4. Create a list of potential candidates for committees 5. Communicate one-on-one with those interested report back to committee monthly with feedback from committee members and candidates 6. CEO to connect with 10 members to inform them of committee opportunities					
2	Assist LES with BoD candidates outreach regarding vacancies for the annual election. 1. Obtain qualified candidates list from LES and follow up as secondary contact to those who may be interested	LDC to follow up with those on qualified candidates list after LES has made first contact.		LES	February	• LDC to work on this throughout the year in preparation for 2023.
3	Identify two members who are interested in serving as a C.A.R. Director-in-training, in	Staff to maintain website, schedule email/social media campaign, and provide potential candidate list by who may be qualified. LDC		Bay East Officers Bay East CEO Chairs and Vice Chairs Managers Past Presidents	June	

	collaboration with the Bay East Officers. 1. Maintain and market website with links for all positions and opportunities 2. Market the value poropisiton of serving as a C.A.R. Director-In-Training. 3. Create an outreach campaign via email and social media for the following year's C.A.R. Director and C.A.R. Director In-Training selection process 4. Create a list of potential candidates for C.A.R. Director-In-Training 5. Communicate one-on-one with those interested	to communicate with those potential candidates.		Current C.A.R. Directors		
4	Develop Outreach Program for Bay East members who are new in their volunteer leadership role (i.e. committee member, Chair/Vice Chair, Bay	Staff to provide list of members and establish database for resources to develop leadership skills. LDC and staff are to obtain feedback and establish skills needed. LDC to follow up with new committee		LES Chairs and Vice Chairs Bay East President and President Elect CEO C.A.R. Directors NAR Directors	Committee members – March BoD – March C.A.R. Directors – September	• Created outreach flow chart for Committee members to refer too when contacting members by email or phone.

	East Director, C.A.R. Director, NAR Director.) 1. Follow up with the member and check in to see how things are going, inform them of networking opportunities, resources, and training to develop their leadership skills 2. Create and maintain tips/guidelines for new committee members, Bay East Directors, C.A.R. Directors and NAR Directors.	members. Staff to provide talking points.				
NEW ACTION ITEMS						
1	Develop a Tap on the Shoulder program 1. Create a strategy for utilizing current Bay East leaders to identify new Bay East leaders. 2. Establish qualities of a leader and give them to current	LDC Staff		Past Presidents CEO	June	

	Bay East leaders as a tool 3. Strive to recruit 8 new volunteers for Bay East committees, Bay East Directors, C.A.R. Director-in-training, or C.A.R. Directors by collaborating with a current or past Bay East leader					
2	Identify and recruit past Bay East leaders to join LDC or explore options to increase past Bay East leaders involvement in LDC for the purpose of recruiting, identifying, and mentoring.	LDC Staff		Past Presidents Chairs/Vice Chairs Board of Directors CEO	March	
3	Create Leadership Opportunity Calendar Use when reaching out to candidates for all leadership levels	Staff to create			January	

Bay East Association of REALTORS® 2022 Action Plan Q1 Update – *Leadership Evaluation & Selection*

Goals:	Strategies
1. Bay East Leadership creates a positive change in the industry and in our communities.	1. Bay East leaders' model and inspire the standard for professional behavior among leaders. 2. Highlight Bay East member contributions to the community and profession. 3. Create opportunities to groom current and new leadership. 4. Utilize communication channels to reach the diversity of our membership. 5. Stimulate pride and professionalism in our members. 6. Cultivate and leverage peer-to-peer networking, communication, interaction and collaboration.

ONGOING ACTION ITEMS

	Action	Responsibility	Budget	Collaboration	Deadline	Status
1	Actively encourage all qualified members to seek Bay East and/or appointed positions with an emphasis on representation of our diverse membership. 1. Inform members of qualifications and requirements at marketing meetings and committee meetings. 2. Staff to send emails to those qualified for BoD 3. Promote further relationships with those who seem interested in leadership positions by sending them to LDC events. 4. Strive to bring diversity to Association committees and leadership.	Committee: 1. reach out to qualified candidates via telephone/email. 2. Have one on one conversations with those who are interested in a leadership position to discuss expectations/responsibilities. Staff: 1. identify qualified candidates and send emails. 2. schedule LES members to speak at comm meetings		LDC: 1. reach out to qualified candidates through LDC hosted events. Marketing Groups: 1. allow committee members to make announcements regarding leadership mentoring opportunities through LES and LDC. All Committees: 1. LES to inform committees of open committee/leadership positions and refer any interested member to LES/LDC	On-going	• On-going encouragement and collaboration with LDC, Marketing Groups and all other Committees.

ONGOING ACTION ITEMS						
	Action	Responsibility	Budget	Collaboration	Deadline	Status
2	Review, re-evaluate and promote REALTOR®, Rookie, Affiliate and Good Neighbor of the Year recognition program.	Committee: 1. review criteria 2. encourage members to nominate peers 3. select award recipients from qualified nominees Staff: 1. market and administer program	$1,000 for 2021 Good Neighbor of the Year Award	Marketing Groups: 1. make announcements of programs when applicable.	March 1 – review/re-evaluate criteria September 1 – nominations open December – award recipients selected	• Committee reviewed criteria at Committee meeting in January.
3	Review and re-evaluate criteria and ranking BoD, C.A.R. and NAR positions	Committee: 1. identify areas for improvement Staff: 1. implement changes		LDC: 1. identify and report areas for improvement	On-going	• Ongoing evaluation and collaboration with LDC.
4	Review and re-evaluate C.A.R. Director mentor program	Committee: 1. ensure expectations are current 2. mentor new C.A.R. Directors		LDC: 1. ensure expectations are current mentor new C.A.R. Directors	On-going	• Ongoing evaluation and collaboration with LDC.

Bay East Association of REALTORS®

2022 Committee Action Plan Quarter 1 Update – *Local Government Relations*

Bay East Goals:	Strategies
B. Create a positive change in the industry and in the communities we serve. C. Provide resources that are responsive to current market conditions D. Promote the value of REALTORS, Affiliates and BHAGs • Homeownership is a priority for local decision makers	5. Highlight Bay East member contributions to the community and profession. 6. Create opportunities to groom current and new leadership. 7. Provide tools and information to our members to enable them to be real estate market experts. 8. Increase Bay East member and the public awareness of, and response to, government involvement in real estate transactions and home ownership. 9. Utilize communication channels to reach the diversity of our membership. 11. Promote Bay East Association of REALTORS® and Bay East members as the primary sources of local real estate information. 12. Increase awareness of the impact of homeownership. 13. Influence media interpretation of the real estate market, consumer's perception of Bay East members and real estate-related public policies. 14. Identify and promote Bay East, C.A.R. and NAR services and demonstrate their relevance to our members' success. 15. Utilize Communication channels to reach the membership. 16. Stimulate pride and professionalism in our members. 17. Cultivate and leverage peer-to-peer networking, communication, interaction and collaboration. 22. Create and support an orderly and efficient marketplace for the transaction of real estate. • Have a REALTOR® on every city council • Redefine how others perceive REALTOR® community

2022 ON-GOING ACTION ITEMS

	Action	Responsibility	Budget	Collaboration	Deadline	Status
	Identify new government regulations that impact home ownership and communicate that information to Bay East membership and the public. Priority: 1	Committee Members: Assist in monitoring government activities. Make presentations at Marketing Meetings and Office Meetings. Public Affairs Staff: Identify regulations and create messaging for Bay East members and the public. Schedule presentations at Marketing Meetings. Communications: Communicate new regulations	IMPAC / ALF funds	Other trade associations Chambers of commerce YPN Committee	Weekly – in conjunction with Planning Commission and City Council meetings	Ongoing
	Monitor and support new ownership housing developments as needed (consistent with theBay East Housing and Public Policy Statement) by lobbying elected officials, organizing supporters, and testifying at planning commission and city council meetings. Priority: 2	Committee Members: Communicate with elected officials, testify at hearings, recruit volunteers Public Affairs Staff: Identify projects Committee can consider for support, coordinate communication with elected officials and testimony at public hearings.	NA	NA	As needed	Q1: The Committee studied ordinances from the City of Pleasanton and Alameda County to ban smoking in residential buildings. Both ordinances would have impacted private property rights and real estate transactions. Thanks to testimony by Bay East staff, changes were made to both ordinances, which were adopted, that eliminated those concerns.
	Advise Bay East staff on the Bay East participation in C.A.R.'s Legislative Day Priority: 2	Committee members: Provide input about event format and content, promote and participate in event Public Affairs and Marketing Department: Coordinate and promote event in April, participate in May Alameda Chapter and Marketing Groups: Event promotion. Affiliates: Day-of member experience	IMPAC / ALF funds	Other Region 5 and 6 associations. YPN Committee	Event Promotion: Mid-April	Q1: 2022 "Virtual" Legislative Day: Bay East members and staff participated in the virtual event on March 2 which included meetings with Senator Bob Wieckowski and Assemblymember Bill Quirk. "Hot Issues" included AB2170 and AB2469. * Legislative Day: Staff began coordinating logistics for the in-person Legislative Day including securing a room for a luncheon and scheduling meetings with elected officials.

2022 ON-GOING ACTION ITEMS

	Action	Responsibility	Budget	Collaboration	Deadline	Status
	Organize and promote an in-person or "virtual" Real Estate Summit with regional and local elected officials Priority: 1	Committee Members: Invite and remind electedofficials about event. Serve as panelists for market update presentation. Public Affairs Staff: Coordinate event prep andpromotion including keynote speaker Event Manager: Participant experience and catering	IMPAC funds	C.A.R. (for speakers and resources)	Thursday in February or March	Q1: The Committee organized, promoted, and conducted a "virtual" Real Estate Summit. 17 elected officials and staff, representing almost all of the communities in our primary service area, participated in the event along with members of the Bay East's Board of Directors, LGR and LGRA committees. Sheila Cunha was the MC and Jordan Levine, C.A.R. Chief Economist was the keynote speaker. International issues impacting real estate and the economy and creating a competitive East Bay real estate market were discussed. The Summit also included a video about the Bay East Housing and Public Policy Statement.
	Participate in chamber of commerce government relations/economic development committees. Priority: 3	Committee members: Participate in meetingsand events and report to Committee Public Affairs Staff: Provide Committee members with eventinformation and participate in events	IMPAC / ALF funds	Chambers of commerce	Q4	Q1: Committee members represented Bay East at the Pleasanton State of the City Event.
	Sponsor community events that have an advocacy component including Chamber of Commerce State of the City luncheons. Priority: 3	Bay East President: Present and attend as needed Committee Members: Attend events Public Affairs Staff: Identify sponsorship opportunities and fundingsources	IMPAC / ALF funds	Chambers of commerce	As needed	Q1: State of the City Event Sponsorship: Bay East used IMPAC-ALF resources to sponsor the Pleasanton State of the City Event. Committee members represented Bay East at the event.
	Include a "Forum" component in each LGR Committee meeting open to all Bay East members that includes updates from selected elected officials and city managers. Priority: 1	Committee Members: Identify elected officials and city managers toparticipate in Committee meeting forums. Public Affairs Staff: Coordinate elected officials and city managersparticipation in Committee meeting forums.	NA	Marketing Groups – forpromotion	Monthly	

	Promote Fair Housing Month (April 2022) and other NAR, C.A.R. and Bay East events and programs related to diversity, equity and Fair Housing. Priority: 1	Committee Members: Participate in events and programs Public Affairs Staff: Identify C.A.R. and NAR, and Bay East events and programs.		Bay East MarketingDept.	April (Fair Housing Month)	Q1: Fair Housing Month Promotion: The Committee agreed to promote NAR's Fair Housing Month. Proclamation requests were sent to cities within the Bay East service area.
	Maintain a Rental Housing Ownership and Management Task Force to: Track rental housing issues, recommend policy positions, identify Bay East member needs related to rental property ownership and management, identify property management resources and the best methods to provide those resources to Bay East members.Priority: 1	Committee Members: Public Affairs Staff: Track rental housing ownership and management issues, identify collaboration opportunities, recommend advocacy strategies and tactics.		C.A.R. Rental Housing Association Chambers of Commerce		

2022 NEW ACTION ITEMS						
	Action	**Responsibility**	**Budget**	**Collaboration**	**Deadline**	**Status**
	Create strategies and actions to leverage the multicultural resources within the Bay East membership as components of our advocacy activities.	Committee Members: Public Affairs Staff: Communications:				
	Identify the value proposition of committee membership and active participation and use that to recruit and retain committee members who reflect our membership. Priority: 3	Committee Members: Public Affairs Staff: Communications:				
	Establish a REALTOR® Action Fund Taskforce to promote and facilitate at least 30% of Bay Eastmembers investing in the REALTOR® Action Fund and share with the Bay East membership the use of these funds. Priority: 2	Committee Members: Appoint volunteer taskforce to create and execute RAF promotion strategy Public Affairs Staff: Support task force by securing C.A.R. and NAR fundraising resourcesand coordinating RAF presentations with regional marketing meeting leadership Communications: Promote RAF successes, contributions, and benefits	LCRC Funds	Regional marketing meetings C.A.R. fundraisin gstaff	Q1: Prepare RAF strategy and materials Q3: 30%member investment	
	Designate an "Advocacy Month"(*in conjunction with C.A.R.'s Legislative Day and the NAR meetings in Washington DC)* to promote NAR, C.A.R and Bay East advocacy efforts and opportunities. Priority: 2	Committee Members: Public Affairs Staff: Identify C.A.R. and NARresources Communications: Promote Bay East memberawareness and participation		Bay East Marketing Dept.	Q1: Preparation Q2: Ready for public facing	

	Organize, promote, and conduct "REALTOR Day" with each of the communities in the Bay East jurisdiction.	Committee Members: Public Affairs Staff: Communications:				
	Promote awareness and involvement in Committee activities through established and new communication channels.	Committee Members: Public Affairs Staff: Communications:				

Bay East Association of REALTORS®

2022 Committee Action Plan Quarter 1 Update – *Local Government Relations/Alameda*

Bay East Goals:	Strategies
1. Bay East delivers services that elevate members' professionalism, productivity and profitability. 2. Bay East members are valued as the knowledgeable, ethical, professional and trusted voice of real estate. 3. Bay East members are the primary resource for buyers and sellers to achieve their real estate goals. 4. Bay East leadership creates a positive impact in our profession and in our communities. 5. Home ownership, housing & private property rights are a priority for elected officials and the communities they serve.	• Educate members on the appropriate standards of conduct and business protocol. • Bay East leaders' model and inspire the standard for professional behavior among leaders. • Highlight Bay East member contributions to the community and profession. • Create opportunities to groom current and new leadership. • Provide tools and information to our members to enable them to be real estate market experts. • Increase Bay East member and the public awareness of, and response to, government involvement in real estate transactions and home ownership. • Utilize communication channels to reach our membership, including diversity. • Promote Bay East Association of REALTORS® and Bay East members as the primary sources of local real estate information. • Increase awareness of the impact of homeownership. • Proving the Bay East Association value/worth to the public via actions and results. • Identify and promote Bay East, C.A.R. and NAR services and demonstrate their relevance to our members' success. • Stimulate pride and professionalism in our members. • Cultivate and leverage peer-to-peer networking, communication, interaction and collaboration. • Provide member to member communications. • Create and support an orderly and efficient marketplace for the transaction of real estate. • Increase awareness of community outreach to members and the public.

2022 ON-GOING ACTION ITEMS

	Action	Responsibility	Budget	Collaboration	Deadline	Status
1	Refine roles, responsibilities and assign committee members monitoring boards and commissions and reporting to committee. Participate on the Chamber's GRED Committee.	Committee: GRED – Chamber City Council Planning Board School Board Rent Stabilization Climate Action		Chamber of Commerce City Government		Q1: The committee assigned new members to monitor boards and city council meetings
2	Recruit members, who represent the diversity of the membership and community, to fill committee openings.	Committee: Maximum committee size is 10. Invite potential new members to attend meetings.				
3	As representatives of Bay East, meet (in person or virtual) with our local mayor and City Council members a minimum of 3 times per year. Include Staff.	Committee: Nurture, build and maintain relationships by meeting one on one and listening. Public Affairs: Include Alameda meetings in LGR reports and distribute to members of both LGR committee.		Chamber of Commerce City Government	Ongoing	Q1: Committee members met with Alameda City Councilmember Trish Spencer.

2022 ON-GOING ACTION ITEMS						
	Action	**Responsibility**	**Budget**	**Collaboration**	**Deadline**	**Status**
4	Identify regulations within the City of Alameda which impact home ownership and communicate the information to Bay East membership and the public.	Committee: Monitor government activities Public Affairs: Provide guidance and assistance as needed on issues. Develop message for distribution.		City Government Chamber of Commerce	Ongoing	Q1:Committee members testified against the Alameda Planning Board amendment to SB-9 which would have impacted private property rights.
5	As a representative of BayEast, serve as the spokesperson for the City of Alameda real estate issues at City Council, Planning Boards, and other local government related meetings and events.	Committee: Prepare presentation on issues as appropriate for meeting. Determine spokesperson and review/practice prior to meeting. Communications may be in writing or virtually delivered. Public Affairs: Provide assistance, expertise and protocol as needed.		City Government, Developers Chamber of Commerce		
6	Recommend updates for the Alameda County Local Disclosures Advisory and/or the Alameda City Addendum to the Bay East Local Disclosures Task Force with items relating to the City of Alameda via a task force.	Committee: Appoint task force. Forms Task Force: Attend meetings, as needed, to review new regulations, attorney recommendations. Meet with Bridge AOR forms committee as needed. Staff: Report new regulations to Committee, facilitate updates with Bridge, CCAR and C.A.R./Lone Wolf.		Forms Task Force Bridge AOR		
7	Promote the in-person or virtual Real Estate Summit with Alameda local elected officials.	Committee: Invite and remind elected officials about event. Attend by invitation. Public Affairs: Provide materials		LGR		Q1: Committee members participated in the "virtual" Real Estate Summit. Alameda City Councilmember Trish Spencer was one of the elected officials participating in the event.

2022 NEW ACTION ITEMS						
	Action	**Responsibility**	**Budget**	**Collaboration**	**Deadline**	**Status**
8	Promote and participate in C.A.R.'s Legislative Day.	Committee members: Promote event, invite members, attend and participate Public Affairs: Coordinate the Alameda bus and activities for attendees Staff: attend and facilitate Alameda bus events		LGR		Q1: Committee members took part in the virtual event held on March 2, 2022. Senator Bob Wieckowski and Assemblymember Bill Quirk met with members of the LGR Committee and realtors from other associations. They discussed AB2170 and AB2469.
9	Educate and promote investing in the REALTOR® Action Fund to REALTOR® members. Promote "Advocacy Month".	Committee: Speak at various events in Alameda and at local brokerages to reach REALTOR® members. Public Affairs: Provide resources and materials		LGR AIMM Chapter		
10	Sponsor community events that have an advocacy component. (Example: Chamber of Commerce State of the City luncheons).	Committee: Identify event, work with staff on attendees to represent Bay East Public Affairs: Complete IMPAC paperwork, work with C.A.R. IMPAC staff	$$ IMPAC / ALF	LGR Alameda Chamber of Commerce	As scheduled	
11	Identify and recruit Bay East members (who support the REALTOR® Party) to serve as appointed and elected officials for Alameda City boards and commissions.			LGR LDC Political Activities Committee	Ongoing	

12	Increase awareness of Alameda LGR to Chapter members. Expand communications to educate membership on local issues affecting the industry to increase interest and engage members in governmental issues.	Committee: Communicate message via AIMM marketing meeting and/or the Friday Update and Government Affairs weekly emails. Public Affairs: Update Government Affairs email as requested.				The committee provides information for the monthly Alameda email
13	Create local Call for Action as needed to mobilize members. (Alameda)	Committee: determine if an issue warrants a CFA. Staff: marketing, emails, social media communications.		LGR		
14	Collaborate with AIMM to bring in Alameda City elected officials and staff to speak at a forum which is open to all Bay East members.	Committee: Obtain relevant and timely speakers for issues and updates within Alameda.		AIMM		

2022 Work Group Action Plan Quarter 1 Update – Marketing *AIMM*

ONGOING ACTION ITEMS					
	Action	Responsibility	Budget	Deadline	Status
1	Determine sponsor value for 2022.	Committee: Create new ways to promote sponsors, ensure sponsors receive value in sponsorship opportunities. Staff: Provide support.		1st Quarter	Q1: Group has currently opted out of sponsorships until a new venue can be determined and the group returns in person.
2	Communicate the value of BayEast and Alameda Chapter to attendees at each marketing meeting.	Committee: Applicable committee members to share information during meetings. Staff: Inform committee of upcoming member opportunities at Bay East.		Ongoing	Q1: Monthly meetings have began including how to access new aspects of the BE website, broker tour sheets, and platinum affiliate resources.
3	Restructure marketing meeting to host weekly meetings, highlight house of the week and affiliates, and provide market updates.	Committee: Chair & Vice-Chairs will create an outline of new meeting structure, committee will provide input to create a successful meeting template. Staff: Send tour sheet Monday evenings in preparation for Tuesdays, help coordinate & disperse meeting information.		Ongoing	Q1: The group has actively analyzed the meeting structure and will look to return in person when a new venue is determined.
4	Engage in at least 2 community give backs.	Committee: Find new ways to give back to the community through volunteering or fundraising. Staff: Help with logistics and marketing team to distribute information.	$500	2nd & 4th Quarter	
5	Expand the committee members to include REALTORS® and Platinum Affiliates who represents the diversity of the membership.	Committee: Actively work to recruit new committee members and help them to understand the value in volunteering. Staff: Provide resources from C.A.R. and NAR that align with diversity recruitment.		Ongoing	

6	Host Annual Bay East Affiliate Appreciation Event.	Committee: Form a taskforce to create the event idea, find venue and vendors. Staff: Help with logistics of event, contracts, and creating marketing materials.	$200	4th Quarter	

NEW ACTION ITEMS					
	Action	Responsibility	Budget	Deadline	Status
1	Identify and promote the value proposition of committee leadership.	Committee: Recruit new members and promote benefits of being involved in the committee and growth as a leader in the industry. Staff: Provide support to committee as needed.		Ongoing	
2	Reimagine a creative way to recognize annual sponsors.	Committee: Work together to establish ways to recognize sponsors that are beneficial to the group and members. Staff: Provide support.		Ongoing	

2022 Work Group Action Plan Quarter 1 Update – Marketing *CCMG*

ONGOING ACTION ITEMS					
	Action	Responsibility	Budget	Dealine	Status
1	Schedule speakers who present compelling and timely information.	Committee: Speaker Coordinator will update the speaker data google drive spreadsheet & find new speakers on regular basis. Staff: Coordinate Bay East associated speakers.	$2000	Ongoing -Quarterly Review	Q1: Booked Robert Paylor to speak to kick off the year as a motivational speaker for all attendees. Meeting had over 120 participants join. Speakers are booked through the end of December.
2	Promote Bay East Updates & current events to meeting attendees. (Being a member, services, events, etc.)	Committee: Applicable committee members to share information during meetings. Staff: Inform committee of upcoming member opportunities at Bay East.		Ongoing	Q1: Gives updates to attendees about upcoming community events, BE events, and new services.
3	Promote the value of presenting listings, buyers wants & needs through outreach & social media.	Committee: Reach out to members via email or phone to invite them to present. Staff: Provide committee with a list of new members.		Ongoing	Q1: The group promotes their social media group weekly to encourage listing presentations, and contacts each realtor weekly who has a home on tour.
4	Identify and promote the value proposition of committee leadership.	Committee: Recruit new members and promote benefits of being involved in the committee and growth as a leader in the industry.		Ongoing	Q1: The group consistently promotes how being in leadership is beneficial.

5	Schedule a minimum of one speaker to present on Fair Housing.	Committee: Identify speakers and content that align with Fair Housing. Staff: Coordinate all collaboration and ensure information presented is timely and appropriate.		2nd Quarter	**Completed:** Q1: 3/30: Michael Bardales spoke on Latinx and expanding latin communities and how it relates to Fair Housing.
6	Redefine sponsorship packages. (i.e. donations to charities, highlight videos, Q&A interviews, Real Talk, social media)	Committee: Create new sponsorship packages that appeal to individuals who may want to sponsor. Staff: Maintain payment portal & provide feedback on packages.		1st Quarter	**Completed:** Q1: A taskforce was created to analyze sponsorships, and the price was lowered for the monthly sponsorship which led to additional individuals purchasing sponsorships. Sponsorships will carry over into when the group returns back in person for Q2.

NEW ACTION ITEMS					
	Action	Responsibility	Budget	Collaboration	Status
1	Ensure adequate resources are available for any community benefit activites.	Committee: Create new creative ideas to volunteer or fundraise. Staff: Distribute through marketing, help with logistics.		Ongoing	Q1: Group held a St. Patrick's Day Breakfast to stay active in the community for networking and to celebrate the holiday.

2022 Work Group Action Plan Quarter 1 Update – Marketing REAL

ONGOING ACTION ITEMS					
	Action	Responsibility	Budget	Deadline	Status
1	Schedule speakers to present on compelling and timely information such as: local market updates, government issues, professionalism/ethics.	Committee: Speaker Coordinator will update the speaker data google drive spreadsheet & find new speakers on regular basis. Staff: Coordinate Bay East associated speakers.		Ongoing -Quarterly Review	Q1: Speaker coordinators have booked a variety of educational speakers that are educational to all members and provide compelling information to help attendees stay engaged.
2	Promote Bay East Updates & current events to meeting attendees. (Being a member, services, events, etc.)	Committee: Applicable committee members to share information during meetings. Staff: Inform committee of upcoming member opportunities at Bay East.		Ongoing	Q1: Continuously share upcoming events, services, and benefits of becoming a member to all meeting attendees on a weekly basis.
3	Promote the value of presenting listings through outreach to increase REALTOR participation.	Committee: Reach out to members via email or phone to invite them to present. Staff: Provide committee with a list of new members.		Ongoing	Q1: Work group actively reaches out to new members and REALTORS to encourage attending the meetings and presenting listings at the weekly meetings.
4	Identify and promote the value proposition of committee leadership, to expand the pool of potential committee members & leadership.	Committee: Recruit new members and promote benefits of being involved in the committee and growth as a leader in the industry.		Ongoing	
5	Identify and provide content about Fair Housing issues that will raise awareness and help meeting participants grow their business.	Committee: Identify speakers and content that align with Fair Housing. Staff: Coordinate all collaboration and ensure information presented is timely and appropriate.		2nd Quarter	
6	Update sponsorship packages to increase the value for those to promote their business.	Committee: Create new sponsorship packages that appeal to individuals who may want to sponsor. Staff: Maintain payment portal & provide feedback on packages.		1st Quarter	**Completed:** Q1: New sponsorship packages were created, prices were increased, and two technology sponsorships were created to help the group return to a hybrid format.
7	Provide REAL meeting attendees with the option to watch previously recorded meetings. (live stream, Facebook Live)	Committee: Setup meeting logistics for recording purposes.		Ongoing	Q1: Weekly meetings are broadcasted on Facebook live and available for anyone to re-watch.

8	Engage in a minimum of 2 community give backs.	Committee: Search for new ways to assist in the local community through volunteering or fundraising. Staff: Work with marketing to distribute information about the community effort, help with logistics.	$500	2nd & 4th Quarter	
9	Create opportunities for Affiliate sponsors that allows them to promote their business while contributing to the experience for all meeting participants.	Committee: Work to create new opportunities for affiliates to promote their business, and receive feedback from attendees on information they would like to see presented. Staff: Support in logistics of new opportunities and continue to relay feedback of changes members would like to see.		3rd Quarter	
10	Encourage real estate professionals from diverse backgrounds to participate in the weekly meetings and special events.	Committee: Actively work to recruit new committee members and help them to understand the value in volunteering. Staff: Provide resources from C.A.R. and NAR that align with diversity recruitment.		Ongoing	Q1: Have created a inclusive and diverse meeting space with a variety of speakers, a welcoming environment, and have introduced REAL Fun- an interactive aspect to all meetings to increase participation.

2022 Work Group Action Plan Quarter 1 Update – Marketing *TCMC*

ONGOING ACTION ITEMS					
	Action	Responsibility	Budget	Deadline	Status
1	Hold a marketing meeting every 1st & 3rd Thursday of the month. Will evaluate success of meeting format quarterly.	Committee: Everyone will take an active approach to hosting meetings in a new format, deciding location, and restructure of meetings. Staff: Staff to review contracts of new venue & assist in any logistics for meetings.		Ongoing	Q1: Meetings have been held in a bi-weekly format, with a request to have meetings more often. Group will monitor attendance and may increase the frequency of meetings.
2	Schedule speakers who present compelling and timely information.	Committee: Speaker Coordinator will update the speaker data google drive spreadsheet & find new speakers on regular basis. Staff: Coordinate Bay East associated speakers.		Ongoing -Quarterly Review	Q1: Speakers selected to present in quarter one shared compelling information relating to the Real Estate market.
3	Improve communication & messaging to meeting attendees about the value of Bay East, being a member, services, events ect.	Committee: Applicable committee members to share information during meetings. Staff: Inform committee of upcoming member opportunities at Bay East, help with additional forms of communication.		Ongoing	Q1: Each meeting TCMC shares the value of being a Bay East member and what upcoming events or services will be valuable to attendees.
4	Promote the value of presenting listings & buyers wants & needs.	Committee: Reach out to members via email or phone to invite them to present. Staff: Provide committee with a list of new members.		Ongoing	Q1: Members are encouraged to share listings at every meeting for both the Tri-Cities area and out of area listings. All members are reached out to and invited to attend the meetings if they have a listing on tour.
5	Identify and promote the value proposition of committee leadership.	Committee: Recruit new members and promote benefits of being involved in the committee and growth as a leader in the industry.		Ongoing	Q1: Group continues to look for members to join the work group and serve in a leadership capacity.
6	Ensure adequate resources are available for any community benefit activities.	Committee: Determine charitable organization(s), dates, promote events, organize and each committee member should participate. Staff: Coordinate with the venue and promote event through marketing.	$500	3rd Quarter	
7	Create opportunities for Platinum Affiliates to promote their business and contributes to the experience for all meeting participants.	Committee: Work to create new opportunities for affiliates to promote their business, and receive feedback from attendees on information they would like to see presented.		2nd Quarter	

		Staff: Support in logistics of new opportunities and continue to relay feedback of changes members would like to see.			

NEW ACTION ITEMS					
	Action	Responsibility	Budget	Deadline	Status
1	Always consider Diversity, Equity, Inclusion and/or Fair Housing in decisions made for TCMC Speakers, Members and Events.	Committee: Identify speakers and content that align with Fair Housing. Staff: Coordinate all collaboration and ensure information presented is timely and appropriate.		Ongoing	

2022 Work Group Action Plan Quarter 1 Update – Marketing *VREN*

ONGOING ACTION ITEMS					
	Action	Responsibility	Budget	Deadline	Status
1	Schedule speakers who present compelling and timely information.	Committee: Speaker Coordinator Staff: Coordinate Bay East associated speakers.		Ongoing	Q1: Group consistently books speakers for the weekly meetings who present compelling information and provide valuable updates to all attendees.
2	Promote the value of Bay East membership. (Being a member, services, events, etc.)	Committee: Applicable committee members to share information during meetings.		Ongoing	Q1: VREN shares upcoming events and new services being offered by Bay East on a weekly basis.
3	Promote the value of presenting listings, needs, haves and wants through outreach.	Committee: Reach out to members via email or phone to invite them to present. Staff: Provide committee with a list of new members.		Ongoing	Q1: All new listings are presented weekly, and new realtors are invited to attend to share any new listings or current buyer needs.
4	Engage in a minimum of 1 community give back.	Committee: Determine charitable organization(s), dates, promote events, organize and each committee member should participate. Staff: Coordinate with the venue and promote event through marketing.	$500	2nd Quarter	
5	Identify and promote the value proposition of committee leadership.	Committee: Recruit new members and promote benefits of being involved in the committee and growth as a leader in the industry.		Ongoing	Q1: Group identified one new member to join the work-group as a vice-chair.
6	Present Fair Housing and DEI content that benefits meeting participants business.	Committee: Identify speakers and content that align with Fair Housing. Staff: Coordinate all collaboration and ensure information presented is timely and appropriate.		3rd Quarter	

NEW ACTION ITEMS					
	Action	Responsibility	Budget	Deadline	Status
1	To identify a venue for meetings until the BE office remodel is complete.	Committee: All committee members will take an active role in locating a new venue. Staff: Staff to review contracts of any new venues.		1st Quarter	**Completed:** Q1: VREN will begin hosting meetings in person beginning in quarter two at Sidetrack in Downtown Pleasanton.

Bay East Association of REALTORS® 2022 Action Plan

MLS and Business Technology – Q1 Updated

ONGOING ACTION ITEMS						
	Action	Responsibility	Budget	Collaboration	Deadline	Status
1	Once a quarter, meet with surrounding MLS's executives to create MLS collaboration • Pursue single key/lockbox access • Pursue one IDX feed (vendors, and broker back office, etc.) • Standardize the MLS Rules as much as possible	<u>Staff:</u> CEO to advocate item the bullet points and MLS Staff to work with surrounding MLSs on rules and systems standardizations	1 lunch $500 Loss of revenue (keys)	All Datashare Group All Datashare Group	On Going	Continually meeting virtually. • Key/Lockbox discussion moving forward – Hopefully Q1 2023 • IDX feeds discussion back on track
2	Educate members on the most frequent MLS violations	<u>Staff:</u> Provide topics and develop training & communication Present violations stats at the meeting (based on stats to create topics to educate members) Staff attending each		Professional Standard Committee	Communication: Monthly	On track.

		marketing meeting to inform about rules at least 2 times a year Work with pro-standards staff to standardize the message Add to P5 Home Page Educate members of the difference of rules among NorCal group (Specifically MetroList) <u>MLS Committee:</u> determine topics and prioritize Communications: communicate MLS Violation information, including potential fair housing violations. Study surrounding MLS rules for standardization where applicable. Compare and contrast NorCal MLS Rules bring differences to MLS Committee for possible adoption				

3	Identify new business technologies that MLS Users need to be successful.	<u>Staff:</u> Add line item on the agenda to ask committee suggestions for new items Bring back products & programs from industry trade shows Staff will create and implement a training plan to educate members on the benefits and use of the products. When MMG approves a product, bring a demo to MLS Committee as FYI. Provide users' stats on each MLS tool <u>Marketing Department</u>: Attend demos for approved products and create marketing collateral Communications: communicate vetted business technologies <u>MLS Committee:</u> * Give staff bullet points to communicate to		Investigate what new technologies surrounding MLSs are offering their users	On Going	MLS Committee and staff reviewing products and bringing recommendation at each meeting.

		members about the products based on Bay East member's personas. (i.e., agent, broker, team member) (The Committee should consider product integration into the MLS as a factor in their recommendations). Train MLS Committee members on the Personas. Also, bring Dee to new member communications.				
4	Review MLS rules and violation citations (Appendix A) annually or as needed to determine if the fines are appropriate.	<u>Staff:</u> Provide stats, Appendix A breakdown list for each meeting to review for changes <u>MLS Committee:</u> Review 5 items from Appendix A at each meeting		All MLSs in Nor. Cal. Datashare Group (In accordance with antitrust laws, we will not be involved in any discussion on fees charged by other MLSs)	On Going	On track
5	Develop and prioritize topics for the Buzz Grab & Go videos on Supra Keys, RPR, Homesnap, HomeSpotter,	<u>MLS Committee:</u> Review and give input on current videos to ensure the materials are relevant.			Once a quarter	On Going

	Realtor.com Pro, Paragon Connect, etc.	Provide Buzz topics: Listing Syndication, Map. <u>MLS Podcast:</u> Participate on MLS Podcast <u>MLS Podcast:</u> Create agent use cases for different MLS topics <u>Supra Key:</u> Committee to provide staff member feedback with key issues. *Based on the feedback, staff create an educational piece (Podcast, P5 homepage Tips, Insider, website, and social media.) <u>Staff liaison</u>: create the script for the buzz <u>Marketing Dept.</u>: schedule, video, edit and distribute In the marketing pieces, explain the "Why" they should use it and what the "Value" of the product is				

6	Educate MLS users on current mobile platforms	<u>MLS Committee:</u> To create strategies to inform members on how to take full advantage of mobile platforms. To review our mobile platforms and provide recommendations to vendors Create topics/videos on how agents use the mobile platforms for educational purposes (Homesnap, RPR, HomeSpotter, Paragon Connect)			On-Going	Working with MLS Committee and vendor to highlight mobile apps offered to members.
7	MLS Tech Fair (preferably in-person) • Update industry trends • Provide opportunities for conversation and feedback • What is new in the MLS	<u>Staff &</u> <u>MLS Committee Members</u> To collaborate on ideas for the virtual event.	Maybe a Virtual Event The goal is to bring $$ from sponsorship.	Education Director Marketing Dept. All depts * Explore doing it as an MLS and AOR fair, not just MLS	*(Preferably to push it later in the year for in-person)*	*Scheduled for September 15*
8	To Explore opportunities to Consolidate data	Leadership			CRMLS CLAW	We have signed a data share agreement with CRMLS and are in discussion with CLAW and Southland Regional.

					Any other MLS who would like to participate.	
New items						
9	Explore standardizing of the MLS functionalities	<u>MLS Committee:</u> Identify differences Explore feasibility of creating the same experience Standardize field definitions as much as possible		All Datashare partners	By 2nd quarter	Staff constantly review the data share MLS and bring forward fields addition/modifications to standardize as much as possible.
10	Explore the options of providing front end of choice for MLS users	Staff: To coordinate Demos of other platforms		MMG	By 2nd Quarter	The discussion has taken place at MLS Committee and recommendation forward to further discussion at MMG
11	Explore how to make the MLS of the future	<u>MLS Committee:</u> Bring topics of discussion that are impacting the future of the MLS <u>Staff:</u> Provide MLS Committee the C.A.R and NAR agenda topics for each of their upcoming meetings			On Going	On Going

Bay East Association of REALTORS®

2022 Committee Action Plan Quarter 1 Update – *Political Activities Committee*

Bay East Goals:	Strategies
B. Create a positive change in the industry and in the communities we serve. C. Provide resources that are responsive to current market conditions D. Promote the value of REALTORS, Affiliates and BHAGs • Homeownership is a priority for local decision makers	8. Increase Bay East member and the public awareness of, and response to, government involvement in real estate transactions and home ownership. 9. Utilize communication channels to reach the diversity of our membership. 11.Promote Bay East Association of REALTORS® and Bay East members as the primary sources of local real estate information. 12. Increase awareness of the impact of homeownership. 13. Influence media interpretation of the real estate market, consumer's perception of Bay East members and real estate-related public policies. 15. Utilize Communication channels to reach the membership. 22. Create and support an orderly and efficient marketplace for the transaction of real estate. • Have a REALTOR® on every city council • Redefine how others perceive REALTOR® community

2022 ONGOING ACTION ITEMS						
	Action	**Responsibility**	**Budget**	**Collaboration**	**Deadline**	**Status**
	Ensure each Political Activities Committee member has contributed to the REALTOR® Action Fund and understands rules related to independent expenditures. Priority: 1	Committee Members: Contribute to RAF. Public Affairs Staff: Assist committee members contributing to RAF, monitor contribution activity. Prepare recognition for members contributing at "major donor" levels.	NA	NA	Q1	Ongoing
	Identify potential candidates, including incumbents, running for reelection during 2022. Priority: 1	Committee Members: Public Affairs Staff: Maintain database of current councilmember terms and reelection plans, identify city commission members who may be running for city council,	NA	NA	Q4	Q1:Candidate Interviews: The Committee conducted "virtual" interviews with candidates for Alameda County Sheriff, District Attorney, Assembly District 24, Alameda County Supervisor District 3 and in collaboration with the Santa Clara County Association of REALTORS®, Senate District 10, and Assembly District 24. The committee sent recommendations to CREPAC regarding support for Lily Mei for Senate District 10, Teresa Keng for Assembly District 24, and Shawn Kumagi for Assembly District 20.
	Identify and meet with potential candidates running during 2022 to learn about their viability, campaign strategy and ensure they understand Bay East positions on local issues. Priority: 1	Committee members: Schedule and participate in meetings Public Affairs Staff: Assist with schedule meetings (as needed) and prepare talking points	NA	NA	Q4	

2022 ONGOING ACTION ITEMS						
	Action	**Responsibility**	**Budget**	**Collaboration**	**Deadline**	**Status**
	Identify political power brokers and influencers and their policy positions in each community within the Bay East jurisdiction. Priority: 2	Committee Members: ID trade unions and other stakeholders Public Affairs Staff: Analyze campaign contribution reports for to identify major and consistent donors, create and maintain power broker database	NA	Chambers of Commerce Trade Unions	Q4	
	Interview candidates and make recommendations to the Board of Directors regarding those to be endorsed by Bay East; make decisions about those who will receive campaign support; and promote candidate endorsement and rationale for endorsement to Bay East membership. Priority: 1	Committee Members: Participate in interviews and make recommendations. Public Affairs Staff: Schedule interviews and process campaign contributions.	NA	NA	TBD	Q1: Endorse Gregory Ahern's campaign for Alameda County Sheriff Endorse Terry Wiley's campaign for Alameda County DA
	Identify candidates to be supported via independent expenditures. Priority: 1	Committee Members: Determine IE amount, review and approve campaign plans and content. Public Affairs Staff: Recommend IE amount, prepare campaign plan and content.	NA	NAR and C.A.R.	TBD	
	Meet with each local mayor and the three County Supervisors on a quarterly basis and every local City Council member at least once during 2022 and report to Committee about these meetings. Priority: 1	Committee members: Schedule and participate in meetings Public Affairs Staff: Assist with schedule meetings (as needed) and prepare talking points	NA	NA	Q4	Ongoing
	Establish relationships with officials newly elected during 2022. Priority:	Committee members: Public Affairs Staff: Identity newly elected officials and provide information to committee members.	NA	NA	Q4	

2022 NEW ACTION ITEMS						
	Action	**Responsibility**	**Budget**	**Collaboration**	**Deadline**	**Status**
	Organize and host a "Run for Elected Office" event for Bay East Members. Priority:	Committee members: Public Affairs Staff: Coordinate presenting campaign school with NAR staff	TBD	NAR campaign school	Q3	

Bay East Association of REALTORS® 2022 Action Plan Q1 Update– Pro StandardsCommittee

Goals:	Strategies
1.Bay East delivers services that elevate members' professionalism, productivity and profitability. 2.Bay East members are valued as the knowledgeable, ethical, professional and trusted voice of real estate. 3.Bay East leadership creates a positive impact in our profession and in our communities.	1. Education members on the appropriate standards of conduct and business protocol. 2. Develop a comprehensive professional standards program that best serves the members and the public. 3. Bay East leaders' model and inspire the standard for professional behavior among leaders. 10. Develop education and training to improve core competencies. 16. Stimulate pride and professionalism in our members. 18. Provide member to member communications. 19. Identify trending unethical or unprofessional business practices and develop best practice responses and communication channels.

ONGOING ACTION ITEMS						
	Action	Responsibility	Budget	Collaboration	Deadline	Status
	Inform the members and the public of professional standards programs (i.e. buyer/seller dispute mediations and Ombudsman, etc.) 1. Market information: - social media (quarterly posts) - bayeast.org (webpage) - BUZZ (3) (topics: Join the committee, did you know?) -Attend Marketing Groups (provide slide of Pro Standards Programs) - New Agent Success program	Committee: 1. Attend Mkting Mtgs and promote pro stds programs (quarterly) 2. Assist staff w/BUZZ content 3. Report trending professionalism issues Staff: 1. Schedule social media posts 2. Maintain pro stds content on website Schedule BUZZ and ensure content		Marketing Dept.	Quarterly	• BUZZ scheduled to release on May 30.

	Inform members of common rules violated and trending topics. 1. Communicate to members quarterly violation statistics (COE and MLS) 2. Indicate the cross over between MLS rules and COE violations	Ombudsman: 1. Report trending issues from Ombudsman Requests. Staff: 1. Identify trending issues from case files and MLS violations. 2. Work with Chair/Vice Chair to develop content for BUZZ Committee: Report trending issues from the field.		Marketing Dept.	Quarterly	• BUZZ scheduled to release on May 30
	Continue to offer at least one training in accordance with NAR's mandated Code of Ethics requirements. Research and identify training schedule and identify COE trainers.	Staff: Schedule instructors, maintain attendance records and administer certificates.	$600		Annual	• Coordinating date with instructor.
	Host trainings for Professional Standards Committee to introduce, maintain and enhance Professional Standards Programs. 1. One annual required committee training 2. One annual Board of Directors training 3. Schedule other trainings (Gr, Specialty) as needed 4. Keep committee updated from C.A.R. Meetings and NAR Meetings and Risk Management issues	Staff: Schedule instructors, prepare materials and maintain attendance records.		Surrounding AORs C.A.R. Directors	Annual training due by 1st quarter Other trainings are on-going	• Hosted annual training in February.
	Continue joint cooperative enforcement agreement	Committee Leadership: 1. Attend joint meetings/trainings.		Surrounding AORs	Meet after C.A.R/NAR meetings	• On – going agreement with SFAR and CVAR.

	between surrounding Associations. 1. Host semi-annual meetings at Bay East (alternating hosts). 2. Host combined joint trainings based on what education is needed. 3. Share resources (i.e. panel members, EA's, mediators, staff administration etc.)	Staff: 1. Schedule meetings/trainings, track attendance. 2. Schedule and track resources shared.				
	Recruit and maintain potential committee members with an emphasis on diversity. 1. Identify multi-lingual Association members for potential use as translators in Professional Standards Programs by surveying membership. 2. Continue to maintain list of multi-lingual committee members.	Committee: 1. Recruit members. Staff: 1. Prepare content and administer survey. maintain list of multi-lingual committee members.		I.D.E.A LDC	On-going	• On-going recruitment.
	Identify and train two new Ombudsman and Ethics Advocates. Host a forum for ombudsman at least once a year.	Staff: Schedule training. Committee Leadership:Identify potential new Ombudsman and Ethics Advocates.			June 30	
	Hold Professional Standards Awareness Month annually. 1.Establish a communication plan and outreach program promoting Code of Ethics,	Chair/Vice Chair: Lead and participate in the Professional Standards Awareness Month task force. Ombudsman/Mediators: Participate in the Professional Standards Awareness Month task force.	$500	MLS Education Marketing	October	

	Professionalism and Professional Standards Programs. 2.Create quizzes with incentives for members to encourage engagement and interactions.	Staff: Assist with task force. Administer implementation of program and quizzes.				
	Recruit/maintain agents that work in commercial real estate for Professional Standards Programs. 1.Identify commercial practitioner members for potential use in Professional Standards Programs by surveying membership.	Committee: Recruit members. Staff: Prepare message and administer survey.		CBA Workgroup	On-going	• On-going recruitment.

2022 Committee Action Plan Quarter 1 Update – *YPN*

ONGOING ACTION ITEMS					
	Action	Responsibility	Budget	Deadline	Deadline
1	Conduct two educational events throughout the year with an emphasis on incorporating Fair Housing content.	Committee: Plan and coordinate, obtain sponsor and speakers, promote Staff: Support, market and administer.		1st & 3rd Quarter	Q1: Committee identified topics of educational events they would be interested in hosting in the future. Topics identified surrounded social media and how to levage business by using social media. Delayed from Q1, as they hope to host the event in person.
2	Engage in opportunities to volunteer with leadership.	Committee: Participate in scheduled volunteer opportunities.		Ongoing	
3	Participate in at least one charitable activity – August, month of giving.	Committee: Determine charitable organization(s), dates, promote events, organize and each committee member should participate. Staff: Coordinate logistics & work with marketing to promote event.		3rd Quarter	
4	One BUZZ video – Why did you join YPN? What has it done for your business?	Committee: Create content & film videos Staff: Work with marketing department to edit & distribute content.		2nd Quarter	
5	Identify and promote the value proposition of committee membership to recruit and retain a committee of at least 8 members.	Committee: Create new ways to promote YPN for recruitment, actively reach out to potential committee members. Staff: Provide resources to contact potential committee members.		Ongoing	Q1: Recruited 4 new members who have started attending monthly meetings. Committee is actively recruiting to grow the committee. All committee members attended a lunch to meet in person and network.

NEW ACTION ITEMS					
	Action	Responsibility	Budget	Deadline	Status
1	To host one networking event per quarter.	Committee: Create creative networking options, find vendors, coordinate with staff to book venue/contracts, promote event. Staff: Work with committee to book vendors/contracts, promote events w/ marketing.		Ongoing. One per quarter	Q1: Identified a location and sponsors to host a newtworking event in the beginning of quarter 2. A date has not been chosen, but new sponsorship opportunities have been identified.
2	Implement one new fundraiser event to benefit Foundation Scholarships.	Committee: Create a new fundraiser idea, promote event & work with staff to coordinate. Staff: Coordinate event logistics & work with marketing to leverage promotion.		4th Quarter	