



**THE MULTIPLE LISTING SERVICE OF THE
BERKSHIRE COUNTY BOARD OF REALTORS**

Minutes of Meeting on March 31st, 2004

Attendance:

Present: Sheila Wood, President; Sheila Thunfors, President-Elect; Franz Forster, Treasurer; Sue Baum, Secretary; Mary Jane Dalmaso, Past President; Debbie Dwyer, Director; Sue Seely, Director; Deane Christopolis, Director; Charley Sawyer, BCBR President; Stacy Radzick, Office Assistant; Sandy Carroll, CEO. **Absent:** Bob Romeo, Director;

Call to Order:

The meeting was called to order at 9:30 a.m.

Berkshire Eagle

Welcome, introductions and presentation made by the Berkshire Eagle (Mark French, Martin Langeveld, Bill Tynan and Tracy Mendel) for possible partnership with the Berkshire MLS. Presentation included internet statistics and proposed inclusion of Berkshire MLS Data in limited format on the Berkshire Eagle website.

Previous Meeting Minutes:

Motion was made to approve the previous meetings' minutes as presented, Passed unanimously.

Treasurer's Report:

Motion was made to accept the Treasurer's Report as present. Passed unanimously.

New Business:

Berkshire Eagle Presentation: The Board decided to establish a task force to review this and other requests for our data.

For Sale Sign Abuse: The Board Office staff reported the increase in phone calls complaining about for sale signs on city / town owned property. This abuse is a critical issue for our Board as we could lose the ability to place signs at all if current zoning prohibitions are not honored. The board recommended that we send a copy of the previous letter sent by Sandy Carroll to each broker again with return receipt request.

MLS Broker Survey: The results of the MLS Broker Surveys were presented, with a 32% response rate. Comments were shared as well as a list of REALTORS® who were willing to serve on MLS issues task forces or focus groups.

Task Force Creation: Sandy Carroll recommended four new task forces be created to address all of the upcoming decisions that need to be made by the MLS Board, so that each issue can be weighted, debated and a recommendation presented by a sampling of the membership. It was recommended that at least one representative of the MLS Board serve on each task force to be available at the Directors meeting to make the recommendation and answer questions about the process. The proposed task forces are as follows:

Data Licensing of IDX - The purpose of the MLS Data Licensing Task Force is to determine if, how and when our MLS data may be licensed to third parties (if at all). Nationwide and locally, there is an extreme

amount of interest in basic MLS data. Some Board have sold rights to use it as a commodity, others have formed partnerships with companies to benefit their members and still others have policies in place that prohibit the distribution of data to any other entity. MLS Directors: Sheila Wood, Franz Forster

Data Integration - The purpose of the Task Force is to discuss all options for the integration of assessor's information, land maps, deed information, as well as determine other possible information for inclusion in the MLS property database. Some possibilities include virtual tours, map quest property directions, property photo galleries, financial services, property documents such as copies of completed lead paint forms. MLS Directors: Charley Sawyer, Deane Christopolis

MLS Input Fields - The purpose of the Task Force is to review all current data entry fields and drop-down options and modify them if needed for accurate property information coverage. The current program we have is limited in the number of fields, and we were forced to "pare down" our property information. Now with a new system on the horizon, we have the ability to expand the property options to accommodate a fuller and more robust database. MLS Directors: Mary Jane Dalmaso, Sue Seely, Debbie Dwyer

Program Function - The purpose of the Task Force is to review demo systems, identify the best functions for our membership (combining ease of use with the addition of bells and whistles). You will take a very close look at the search, reports, and features of a new system and suggest changes for best use. MLS Directors: Debbie Dwyer, Bob Romeo

The Board agreed to establish the task forces and meetings will be held within the next month.

Unfinished Business:

ProMatch Demo/MLS Vendor Contract Expiration: Motion made to begin negotiations with ProMatch for their ILS system demonstrated at the last meeting. Seconded and Approved unanimously.

Billing Change for MLS-only Members: The Board discussed the current billing situation and a consensus was reached proceed with the changes as our bylaws dictate. It was suggested that those affected by the provision be told about the ability to have a legitimate branch office instead of full office participation.

Member Suspension: The Board was notified that the staff was prepared to proceed with a suspension for a member who has not paid an outstanding invoice from June 2003, after repeated attempts to get the Board's waiver for the amount owed.

Adjourn:

The meeting was adjourned at 12:05 p.m.

Respectfully Submitted



Sandra Carroll, CEO