Berkshire REALTORS®
And Multiple Listing Service, Inc.

MLS Board of Directors Meeting
April 14, 2016

Call to Order:

- President, Mary Jane White called the meeting to order at 9:10 a.m. and reviewed the conflict of Interest and Anti-Trust Policy.
- **Attendance:** Present: Mary Jane White, Mark Harris, Maureen McFarland, Tim Lovett, Karen Climo. Excused: Jeff Wilkinson, John McLean, Cindy Poulin, Tom Doyle Guests: Sandy Carroll, Sue O'Brien

Corporate Review and Approval:

- **Motion** to approve the previous meeting minutes of March 2, 2016. Seconded and approved unanimously.
- **Motion** to accept the treasurer's report as presented. Seconded and approved unanimously**.**
- **Motion** to waive the fine based on the member request submitted. Seconded and approved unanimously**.**

Old Business:

- **Ziplogix / Flex Forms, Contract & Forms Minutes: Motion** to add the contact worksheet (after updates) to the Ziplogix forms platform. Seconded and approved. It was noted that this will allow the core, critical contracts to be accessible, and we will wait on all others until we can measure use and functionality by the members. It is also noted that while the product is marketed as "free for members" it is included in their National Dues for a period of 3 years and will require reauthorization in the NAR budget. Sue, a Ziplogix Certified training, will roll out a local educational campaign as well.
- **Comparable Sale Reporting:** Motion to establish a policy that an agent can enter a listing and report it as sold under their own name, and in place of sending the MLS Office an Exclusive Right to Sell Agreement, they notify the MLS that the listing agent name should be modified to 'Comparable Sale" Seconded and approved.
- **Reciprocal Listing Data Entry:** Motion to establish a policy and functionality whereby reciprocal listing agents can be given an 'entry-only" access to the system to electronically submit their listing data. The listing will require staff approval before it is displayed as live, and staff will ensure all paperwork, payment and photos are complete before activating. Seconded and approved.
- **Other New Business**: N/A

New Business:

- **Member Feedback / Requests**: **Motion** to table making assessed value mandatory until the full board is present for discussion. Seconded and approved unanimously. **Motion** add tight tank as a Title V option in the FlexMLS database. Seconded and approved unanimously. **Motion** to table the requirement to make "property use" mandatory or remove it entirely until the full board is present for discussion. Seconded and approved unanimously. **Motion** to retain current policy requiring the display of both agent and firm name on IDX listing display. Seconded and approved unanimously. **Motion** to modify the database so that South Lee becomes a Village of Lee instead of a stand-alone town. Seconded and approved unanimously.
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New Business, continued:

- **RESO**: **Consensus t**o accept staff recommendation of fields for business opportunities, map "Storefronts with Apts" to "Mixed" and to ask RESO.org to change church to religious institution, and to add meeting hall and golf course to the dictionary.
- **FLAN Summit for Flex:** Mary Jane White is representing the Northeast territory. Please ask all Flex users of any concerns or suggestions they have, getting specific details. A request was made that the satellite map be printable. IT was also requested that agents can indicate multiple parcels on the map when a home or land listing encompasses several legal parcels. There was a request for a review of housing styles, and it was suggested that the Board review the list and make recommendations directly to staff for compiling and a vote of the MS Board. We can then add them quickly and easily.
- **Other Issues:** Mary Jane White reported that telemarketers were citing the Board as the source of their cell phone numbers. Staff confirmed that we do not provide call lists or contact information, but here is a "find a member search' that contains the number of the agents. It was noted that the phone numbers are now flooding the internet via Zillow, Google and Realtor.com among others. Another noted that calling Hubzu the caller had to provide a license number to be verified before being given the lockbox, but calling MLSPIN agents had no such security. They freely gave out the lock box code without even knowing who was calling.
- **FlexMLS Update:** The board reviewed the 1st quarter update from Flex that had the summary of new features as well as the goals for Q2.

Motion to adjourn at 10:40 a.m.

Upcoming Meetings & Events:

March 3, 2016: SOS – South County
March 17, 2016: Professional Standards Tribunal Training, Board Office
March 18, 2016: SOS – North County
March 30, 2016: SOS – Central County
April 14, 2016: MLS Board of Directors Meeting, Board Office

Respectfully Submitted,

Sue O'Brien
Member Services Administrator