

SMART Thursday, May 20, 2010

In attendance:

Stephen Peary	Caitlin Helstrom
Gary Smart	Jeff Leighton
Don Cohen	Ryan Littlefield
Ruth Charron	Jeff Campbell
Gary Marceau	Jean-Marie Caterina
Tony Dominicus	Norman Levesque
Priscilla Hansen	Jonathan Hall
Paul Beaver	Jeff Berry
Rick Negus	

- Welcome & Mission Statement;
- The jist of this meeting was to cover changes that are being suggested as we turn the gavel over to Stephen Peary as new President, following our initial 2 years under the leadership of Jean-Marie Caterna. Stephen discussed an ad hoc meeting that was held this past Tues., the 18<sup>th</sup>, attended by Steve, Gary S, Priscilla H, Paul B, and Don C. The meeting was designed to suggest structural enhancements and roles that are being suggested to take SMART forward and continue it's growth. Here is what Steve (and other members) mentioned, with the intent being to have the SMART membership come in next week for further discussion and vote:
  - o Make the 90 minute meetings more productive by creating an Education Committee, as well as Public Relations Comm. These "committees" would help to provide an agenda in advance, as well as structure meetings to have speakers/topics/and other enhancemenst designed to not only increase membership, but also enhance the purpose of SMART...to increase individual business and act as "accountability partners" for all members;
  - o Gary S would take on the Education Comm, with Paul B assisting him;
  - o Priscilla H would tackle the Public Relations Committee;
  - o Once a month, we would have a speaker from "outside" come in to address the group on topics pertinent to SMART and referral business/enhancement. These speakers would be lined up in advance so that all members would know who is talking, the topic, and perhaps invite potential new members to come and sit in;
  - o Steve would focus on creating an agenda each week (to be sent out at similar time as minutes) so that members would see the value of attending each week;
  - o Meetings each week would strongly focus on "what's a good referral for me" as people do 1 minute intros;
  - o The goal is to make members feel that if they miss a meeting, they truly will have "missed something" in not attending...creating more value;

- The PR Comm. Will help bring LINK'd IN and FACEBOOK to the forefront to help us grow and expand our own businesses , as well as membership;
- Make the current website more “user friendly”. Jeff B has again volunteered his time to assist and take the technical lead on this;
- Steve suggested revamping of weekly agenda by doing the following:
  - SMART will have networking from 7:30 – 7:40, at which time meeting will start;
  - Mission statement, followed by 1 minute “prepared” intros which focus on what is a good referral and/or a success story that a member wishes to share;
  - Kudos/referrals to be done by going around the table to each person...people begin to feel a greater need to refer within the group;
  - Committee reports...perhaps a Newsletter will be created by PR committee;
  - Gary will create a speaker agenda where each person will be assigned in advance so they know when they will be needed to address the group. This presentation should be limited to a total of 15 minutes, 10 of which for presentation, 5 for Q&A. These presentations to be done in middle of meeting, rather than at the end;
  - Weekly, we would “spotlight” a challenge specific to a group member (sort of like a “Mastermind” tool so that members can help the individual seek ideas and resolutions to that specific challenge);
  - Open networking at end of meeting for folks wishing to stick around
- Priscilla made a motion to amend the By-Laws to add these 2 new positions (committees). After seconding it, the group determined it best be left for the group to review the minutes presented, and come back next week to take a vote (give people time to review first);
- Discussion concerning “meeting place”...Rick has been working on Events On Broadway (located in SP). They have a facility that may be available, plus potential membership opportunities (caterer). Will continue discussions. In meantime, we will meet again at Keller Williams, 50 Sewall St., Portland next week...May 27<sup>th</sup>;
- Discussion regarding absentee members....what can be done? Thought process seems to be if one knows of a person/profession interested in joining, and there already is a seat filled, if that individual has exceeded more than the 9 allowed absences, that their seat is no longer protected...to be continued...;
- Other business:
  - Gary Marceau will do a presentation next week;
  - Paul B will present a “business challenge”;

- Jeff C announced he's no longer with Bill Dodge Auto...he's working independently now, and will send out new e-mail contact info.;
- Tony D will be on WCSH, Channel 6 on Wed., 5/26 (around 6:30 AM);
- Thanks to Jean-Marie C for her leadership in taking SMART from infancy to current status!!

See you Thurs., 5/27...7:30 at KW.

Adjourned at 9 AM