



New York State Association of REALTORS®, Inc.



NY SAR
Housing Opportunities
Foundation, Inc.

Housing Opportunities Foundation Meeting Minutes

Tuesday, February 9, 2021

Virtual Zoom Meeting

Starting time: 3:00 pm

President, Leah Caro, opened the meeting and a quorum was present.

A motion was carried to approve the minutes of the September 22, 2020 board meeting.

Treasurer, Lanie Bittner, reviewed the financial statement ending December 31, 2020.

An overview of the First-time Homebuyer Grant program was provided regarding of the volume of grant applications submitted in 2020 and a breakdown of how many applications were accompanied by a first-time homebuyer course certificate. The report also included information on geographical location of where the applications were submitted from. Application submissions are up significantly from 2019.

A few suggested were made to promote the grant program:

- Adding dropdown menu in the online application to the new property city/county field
- Look into promoting Realtors who had clients who received a grant, also sending this information to the local boards. Add checkbox to application asking for permission to promote them.
- Sending a note to all Realtors whether their clients have or have not received a grant – “please try again with other clients”.
- Adding a question to the grant application asking, “where did you learn about the program?”
- Developing a letter to the local boards letting them know how many applications have come in from their board, and how many grant winners came from their board in the calendar year – appealing to the board for contributions.

The directors discussed fund solicitation and each director was encouraged to solicit funds from banks/lenders that they may have relationships with or other industry partners.

Under new fundraising efforts, the foundation will be looking to partner with InvisiWear smart jewelry, an ADT company. The jewelry is a GPS device and is designed to offer measures to keep members safe. Part of the proceeds will go back to the Foundation.

The board will schedule an additional meeting in April of 2021.

With no further business, the meeting was adjourned.