



New York State Association of REALTORS®, Inc.

Organizational Planning Committee Meeting Report

Monday, October 4, 2021

Virtual Zoom Meeting

Starting Time – 3:00 pm

Tom McCarthy
Chair

Chris Teelin
Vice Chair

The meeting was called to order by Chair, Tom McCarthy, and the report of the February 2021 meeting was approved.

The group received a report from Dorinda Richetelli, President of Spectrum Association who conducted the NYSAR Member Satisfaction Survey. It was asked if NYSAR could do some target messaging using the survey data.

The strategic planning tactics, SWOT analysis, and proposed Opportunity Plan was presented to the committee. It was noted that the tactics will be vetted by staff and presented back to the committee for their review. A motion was approved to send the Opportunity Plan to the board of directors for approval.

With no other business, the meeting was adjourned.