

New England CPE  
Board of Directors  
Nov. 18, 2021

ZOOM Mtg.  
10:00 am – 11:00 am

MINUTES

1. Call to Order—10:00 AM
2. Roll Call

NECPE Board of Directors P=Present/Ph=Phone/A=Absent

Ash, Ethan (A)	Farley, Cassie (P)	Lape, Danielle (P)	Roxo, Nate (A)
Boufford, Jeff (P)	Forte, Scott (P)	Lefebvre, Matt (P)	Stallkamp, Christian ( )
Canavan, Nicole (P)	Friedman, Joe (P)	Medeiros, Catie (P)	Wright, Bryan (P)
Culver, Rose (A)	Johnson, Star (P)	Perry, Greg (P)	

1. **Secretary's Report** – S. Johnson

- a. **MOTION** to accept the minutes of the September 2021 meeting. **MOTION** was **SECONDED** and **APPROVED**.

2. **President's Report** – J. Friedman

- a. NECPE Marketing Task Force Update – C. Stallkamp not present:
  - Doug Martin recommends considering terminating the Task Force. Scott Forte follows that it is very difficult to get input from members to help generate SEO (The marketing task force was set up 3 years ago with a goal to increase the SEO rank to be higher than Costar/Loopnet). Furthermore, eventually, listings will not be on NECPE.com, anymore, and will be on [commercialexchange.com](http://commercialexchange.com). The work to rank higher will go out the window. Links won't be there. When go to NECPE.com you are redirected to [commercialexchange.com](http://commercialexchange.com). the result is that [commercialexchange](http://commercialexchange.com) will get the SEO benefits from hits, not CPE, so the Marketing Task Force work will not really serve any purpose anymore; June 2023 is the latest this will happen.. We are thinking about not renewing the contract work with Danielle. Matt Lefebvre will shoot a note out to Danielle.
  - Joe asked the committee to make a formal recommendation at the next meeting.
- b. Update on NECPE Data Policy/Catylist Amendment to Contract – E. Ash
  - Scott Forte (Ethan absent) reported instead: we saw a demo of the new Catalyst platform which they are launching with Moody's. New site looks good. The new system is rolling out to others, but don't want CPE as part of the initial roll

out--Will roll out in the bigger states. They want us to sign the data addendum, but we expressed concern. Scott, Ethan, Matt, and Nicole will review the addendum. They are scheduled to talk about their concerns Dec. 15<sup>th</sup>. Don't have to sign it, but it will be in there in June of 2023 with the new contract. Nancy dismissed them verbally, but addendum reads differently. It is our understanding that NECPE will still be able to sell its data to Maine, etc.

- Matt Lefebvre said that Catylist is trying to compete with loopnet and costar. They are focusing on mimicking loopnet/costar. They are investing in data researchers, lining up public databases to properties and public records. The new exchange is online for preview if anyone is interested—a link will be sent out. He felt it is an interesting platform, which will improve over time.

c. Governance Update NHCIBOR/NECPE:

- Joe reported that Andy Robbins has agreed to serve on the Board, Catie Medeiros will go off, Gregg Perry will serve for one more year, and it was uncertain whether Christian will stay on, and whether Caitlin Burke (spelling?) will come on—to be determined. Joe asked for other suggestions; this is a work in progress.

3. Treasurer's Report – J. Boufford

- a. MOTION to place on file for review if needed the month end Financials for September and October 2021 APPROVED
- b. Review and Approved NECPE Budget 2022  
Budget was reviewed, voted on and approved for a membership increase in July of 2022 for 1\$ per member per month.
  - Scott asked if there was any specific item cost increase. Allison responded that office expenses had increased. Jeff felt a @12/yr. dues increase was not a burden, and, would help us break even, as we have had a deficit budget.

4. **Office Administration Report** – A. Ropes

- Since the last meeting in September, there have been 16 inquiries for NECPE: 7 NH, 6 Maine, 2 MA and 1 VT.
- As always, I continue to monitor request for deletions/withdrawals.
- Continue to work with the task force posting articles.

5. **New Business:** None raised

6. **Adjournment:** A **MOTION** to adjourn the meeting was **SECONDED** and **APPROVED**. Meeting adjourned at 10:28 am.

Respectfully submitted,

William Star Johnson  
Secretary

Commented [AR1]: no