



January 20, 2023

**Agenda**  
**Minutes**

1.) Statistics 2022

—Class attendance is down in general, but the attendance rate (Students who attend/Everyone who registered) is down 10% to 50%.

— LeighAnn gave a treasurer's report. Funds have not changed. \$1,498.00

2.) Sponsorship Updates

—First Class Mortgage to provide a Platinum Sponsorship. Should be receiving everything in the mail soon

—Valley Mortgage considering sponsorship.

—Need to add Lindsey to Sponsorship Spreadsheet.

4.) FM Area Foundation

—The FM Area Foundation was already booked for most of the classes. Looking for ideas for other potential class locations.

—Fargo Public Library

—YMCA

—Family Wellness — Josh will reach out to Family Wellness

—Home Builders Association —Lindsey will reach out to HBA

—Dakota Medical Foundation —Jenny reached out to DMF and will

*follow up*

5.) PowerPoint Update

—Review

—Suggestions

6.) Dickinson Class

—Potential Dates

—Volunteers

7.) Credit, Budgeting, and Equity

8.) Grand Update & Goals

—Everyone is to meet with one person to chat about sponsorship opportunities before the next meeting. There are suggestions listed below.

—We will start sending out regular surveys to students. A general, short survey will be sent out to all previous students. Jenny will create this survey and send it to everyone for approval prior to next meeting.

—Kipp, Jenny, and Josh will reach out to previous clients who have taken the homebuyer class for testimonials. We will use these in marketing for the class, sponsors, and events.

—Kipp will start a system and timeline of events for students and follow-ups by next meeting.

—Budget needs to be more transparent and publicly shared. Jenny will collect and share this info before next meeting.

#### 9.) Events

—Locations were discussed. Some suggested locations include:

—The Cellar (might be free) — Josh will reach out

— Fargo Brewing — Lars chatted with them and got quotes

—Shriners — Jenny has connection and will reach out for cost

#### 10.) Marketing

—Newsletters

—Discussed sending out newsletters to students or anyone who registered on the website. Time was the biggest issue. Jenny will ask Website Designer to add a registration feature for newsletters and such.

—Social Media

—Everyone has access to the social media page. They are more than welcome to post on it or share.

—Lindsey still requires access. Jenny will provide her access after the meeting.

—Mutually agreed that our social media presence needs to be increased. We do not presently have Instagram. Josh will set up Instagram for us.

—Jenny will add Lindsey to Canva

—KVLV

—We discussed our previous history with ND Today. Jenny will reach out and see if they'd be willing to host us again.

—Lars has a spot on the radio and will try to get Jenny an opportunity to talk on KFGO. He will reach out after the meeting.

—Posters

—Posters will be available for everyone to hand out by next meeting. Everyone consider places we might be able to hang these or ask local businesses to have brochures. (Which will also be available at the next meeting)

—Flyers

—Volunteers

—Creating a video for marketing purposes was discussed. No conclusion reached.

—Our websites [doorstepsmidwest.com](http://doorstepsmidwest.com) & [f-mhomebuyerclass.com](http://f-mhomebuyerclass.com) will be merged. More details about deadline for this to come next meeting.

**OTHER MARKETING SUGGESTIONS:**

—including flyers or brochures in the folders we present to students and sponsors so they can pass along information.

—Adding a QR code to our e-mail signature

—Adding a question at the end of the class (or follow-up) survey, “Who do you know that would benefit from the class?”

—Creative ways to help other people market our class

—Ask classes to share pictures on our social media page (for a prize?)

—Ask classes to like our social media page

—Having pictures or props for photo ops at the class itself

—Asking former students to post on our social media class testimonials, reviews, pictures, or anything positive about the class.

11.) Anything else for 2023?

—Meeting Times

—Jenny will create meeting times for 2023 and share the dates with the board.

—Jenny will work on delegating more tasks.

# Coffee Date Ideas

- Lenders
- Insurance Agents
- New Construction
- Contractors
- Staging Companies
- Hardware Stores
- Concrete/Basement Specialists
- Investors/Financial Advisors
- Fencing Companies
- Landscaping
- Lawn Services
- Plumbers
- HVAC
- Home Warranty Companies
- Window Companies
- Local Small Businesses
- Local Grocery Stores
- Local Restaurants
- Local Sporting Goods Stores
- Photographers
- Kitchen & Bath Remodeling
- Roofers
- Furniture Stores
- Mitigation Companies
- Wineries/Breweries
- Flower/Plant Shops
- Bookstores