

STRATEGIC PLANNING & FINANCE COMMITTEE REPORT (SPF)

STEVE MARVIN - REGIONAL LIASON

ZOOM MEETING 4-30-2020

We discussed the Campaign for “Homeownership for Families and Tax Savings for Seniors for the November 2020 Ballot.

Here is how it came about in summary form:

Phase 1: Policy research and Development- Draft measure
New Provisions Polling much better than Prop 5
With the new revised Ballot measure we had little or no
opposition to our bill. 63% Approval in Polls

Initiative Qualifications: Record number of signatures in record time and
17% under budget. Qualified for the November Ballot on April 22,2020

Phase 2: Ballot label/Fiscal Impact/Ballot Arguments/Winning Campaign
Plan..May-Nov 2020
Finalized Ballot Arguments/Ad Testing and Paid for Advertising
Campaign to start in August 2020

(SPF) Made a motion to approve up to \$30 Million from CAR reserves to
fund a statewide campaign. Membership dues will not be raised and
with No assessment from membership. **(passed)**

COVID-19: The effect it is having and will have on the industry and membership a

RAF Updated their mission statement. Made Motion. **(passed)**

Follow up/Finalize Recommendations/2021 programs –Put on Hold till Fall Mtg

Having 3 CAR live meetings versus Zoom meetings for the next yr 2021 was not
discussed at this mtg.

Joel Singer, CEO at CAR gave his normal presentation about the state of CAR.

CAR is working around the clock 24/7 to keep us informed with all of the latest COVID_19 issues which are changing daily. We are getting at least 5/7 emails a week on real estate related issues from CAR.

Got to CAR.ORG and on the home page there is a box that says Car.org/Coronavirus... Just click the Box.

9 new COVID forms(4 for Sales and 5 for Property mgt)

Lots of Zoom meetings and all are well attended.

CAR has been doing many Webinars during the pandemic.

COVID-19 HOTLINE: 25 Live agents,19 doing Emails,9 Attorneys, 1 Finance guy
As of Joel's report roughly 1652 Calls w/ ave wait time of 9 Minutes, 1101 Texts
Call (213) 351-8450 for 24x7 support via SMS text and live support
between 8:30 AM and 4:45 PM.

Membership info:

205,400 Members for 2020 was Budgeted: 196,200 will probably be the #.

Drop of \$914,000 in revenue and about 11% drop in membership.

Membership #'s APPROX: 2019: 20,7000 – 2020: 196,000 – 2021: 173,600

Renewals expect to drop as well.

Current reserves \$97 Million plus \$10 Million in reserves in subsidiaries.

December 2020 release of the new revised RPA on hold till 2021

June 2020 2 New forms and 18 Revised forms

Fall Meetings in Long Beach: Not determined yet if live or via Zoom...