



**Communications Output Group Meeting
2026 Winter Business Conference
January 24, 2026 | 9:15am 10:15am
University Plaza Hotel – Convention Center: Nebraska/Iowa**

**Chair: Christina Merrell
Vice Chair: Aundre Gray
Staff Liaison: Kate Stevens**

Welcome and Opening Remarks

- Introduce Chair, Vice Chair, and Staff Liaison
- **Purpose:** To serve in an advisory capacity to the State Association staff in order to assist in meeting the State Association's overall communication and marketing objectives.
- *We seek to cultivate a culture of belonging where everyone can participate to the full extent of their talents and abilities for their personal success and for the success of Missouri REALTORS®.*
- Stay connected with our community on The Landing
- 100% RPAC Challenge

Discussion Topics

Overarching Theme: Engagement

- Creating engaging, accessible visuals and short-form video content
- Expanding and improving Canva as a member resource
- Strengthening member communications and engagement
- Planning and prioritizing content for the year
- Enhancing member tools, resources, and access to event information
- Reviewing and improving conference and microsite resources
- Setting goals for 2026

Adjourn

Mission: Missouri REALTORS® advocate for real property rights, lead in professional excellence and engage all members.

Values: *Professionalism* — We value the combination of integrity and expertise. *Advocacy* — We are stewards of the profession, including but not limited to, legislative efforts.
Inclusive Collaboration — We work with diverse communities internally and externally for the betterment of the profession.

Anti-Trust Policy: All persons affiliated with the real estate industry need to be mindful of the constraints of the anti-trust laws. There shall be no discussions of agreements or concerted actions that may restrain competition. This prohibition includes the exchange of information concerning individual REALTOR® commissions, market practice or any other competitive aspect of an individual REALTORS® operation. Each Missouri REALTORS® Executive Committee member, Board of Director's member or meeting participant is obligated to speak up immediately for the purpose of preventing any discussion falling outside the bounds indicated.