



**SPACE
COAST**
Association of
REALTORS®

Annual Meeting 2025

September 10, 2025

Call the Meeting to Order

2025 President Rusty Melle

Pledge of Allegiance

Moment of Silence

Committee Reports

Election Results

Adjourn

An American flag is draped over a dark, textured surface. The flag's blue field with white stars is on the left, and the red and white stripes are on the right. The flag is slightly wrinkled and folded.

NEVER FORGET

— 09.11.01 —



Vision

- The Space Coast Association of REALTORS® is the trusted voice of real estate in our community.

Mission

- Space Coast Association of REALTORS® exists to support our members' success as real estate professionals while advocating for private property rights and the ethical practice of real estate.

Values

- Membership // Professionalism // Leadership // Advocacy // Outreach

Meet The Team

2025 Board of Directors



RUSTY MELLE
President



JACKIE GRIFFIN
President Elect



TAMMY CRISAFULLI
Treasurer



DONNA TIDWELL
Secretary



KERRY RAMAGE
Immediate Past President



LINDSEY RUSCHAK
Chief Executive Officer



DENNIS BASILE
Director



DEBRA HENDERSON
Director



CHAD CONNER
Director



OMAR CAPELLAN
Director



MELISSA GOLDMAN
Director



WHITNEY HALE
Director



GINA MCTERNAN
Director



CANDACE MULVANEY
Director



LYNNETTE HENDRICKS
Ex-Officio National Association of REALTORS® Director



MIKE ARTELLI
Ex-Officio National Association of REALTORS® Director



PATRICIA WEEKS
Ex-Officio National Association of REALTORS® Director

Meet The Team

2025 Committee Chairpersons



Candace Mulvaney
Brevard's Children & Families in Need



Tammy Crisafulli
Budget & Finance



Stephen Thaggard
Business Partners



Brant Baylock
Commercial Investment Committee



Shannon Dean
Global Committee



James Boothroyd
Government Affairs



Jama Porter
Grievance A



Kellie Bowling
Grievance B



Thomas Highsmith
Inclusive Culture Committee



Dennis Basile
Leadership Academy



Kerry Ramage
MLS Committee



Dawn Ostovich
Professional Standards Committee



Laura Lewis
Professionalism & Education Committee



Debra Campbell
Property Management



Michelle Cervi
Rocket Pass Task Force



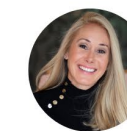
Melissa Goldman
RPAC



Lorri Esty
Special Committee: Prom Project



Mike Artelli
Technology Committee



Stacey Wetherington
YPN

Membership by the Numbers

as of September 1, 2025

- ▶ 439 Business Partners
 - ▶ 4,869 REALTOR members, representing 716 individual brokerages and 66 branch offices;
 - ▶ 45 REALTOR appraisal firms;
 - ▶ 325 Agent and Office Assistants
 - ▶ 501 MLS Brokerages, these are Brokers that hold their REALTOR membership in another Florida REALTOR Association, within these offices there are 766 agents that subscribe to our MLS.
- ▶ 2025: When you break it down, we are providing some level of service to 6,945 individual members, since the same time last year that is a -- -1.8% difference.

2025 Meetings & Membership Events Held:

153
Committee
Meetings

88 Member
Events

123
Educational
Offerings

46 MLS
Trainings

8 New
Member
Orientations

Membership Pillar:

Budget & Finance Committee

- ▶ Reports that financially your Association is sound. We have a line item allocated for reserves for the replacement of our major assets and operating expenses. We have a mortgage on our building with an interest rate of 4.5%, that interest rate is one of the main reasons we have not paid the building off. We have not had a dues increase since the late 90's and at that time it was just a \$1.00 to go from \$179 to \$180.
- ▶ Annually, the Association has an audit by an independent CPA, we are happy to report we have received a clean audit report again for 2024.
- ▶ **Committee Chair:** Treasurer Tammy Crisafulli

Membership Pillar:

Multiple Listing Service “MLS”



- ▶ This committee is composed of 13 active Realtors® and they have a full agenda every month. From reviewing the rules for compliance issues, to ensuring that our MLS data is accurate and easily accessible for our members. The MLS is your daily business tool and access to accurate listing information is critical.
- ▶ Data Compliance: to date there have been 1,659 agent reported violations submitted and reviewed by the MLS staff -
 - ▶ 914 not valid
 - ▶ 564 processed
 - ▶ 181 duplicate reports
- ▶ **Committee Chair:** Kerry Ramage

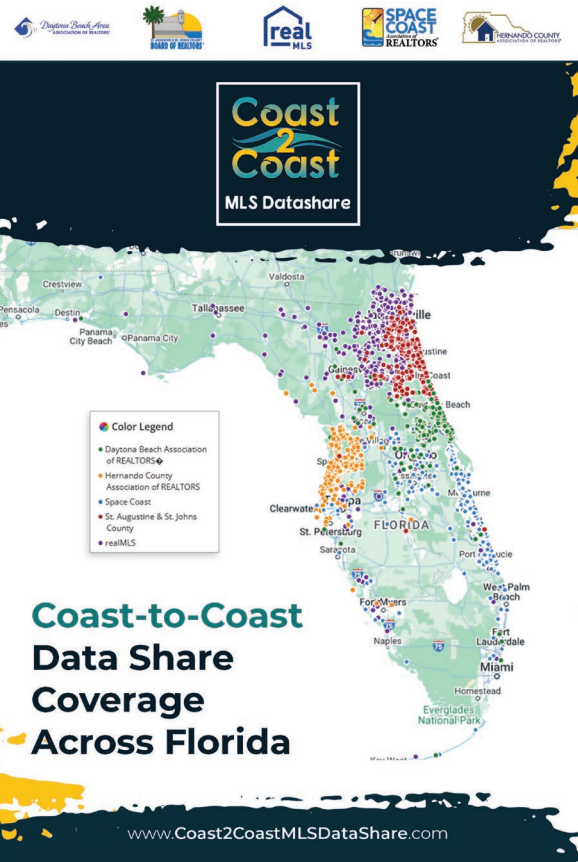
Coast 2 Coast MLS Data Share

Goal: Remove arbitrary boundaries to MLS Data which creates inefficiencies and instead facilitate a healthy marketplace which empowers Participants and Subscribers to better serve their clients.

- ▶ In 2024 we launched the Coast 2 Coast Data Share with Daytona Beach, Jacksonville, St Augustine/St Johns County, and Hernando County. The new collaborative endeavor allows more than 20K members access to listings from all four platforms within your native MLS system. By keeping our REALTOR® members central to the real estate transaction, this data sharing effort improves decision-making and enhances customer service, contributing to more successful real estate experiences for all involved. We are continuing data share conversations with other MLSs in the state.
- ▶ The Board of Managers meet once a quarter to review the MLS database for enhancements, alignment of the RESO Data Dictionary, and Data Share growth.

Board of Managers Representatives, Space Coast:

- Board of Managers Chairperson: Kerry Ramage
- 2025 President Rusty Melle
- 2026 President Jackie Griffin



EMPOWERING BROKERS AND CONSUMERS

- ▶ Sharing MLS data allows agents to provide more available properties to their buyers.
- ▶ A wider MLS database increases exposure to all listings in all participating markets.
- ▶ Access to more listings in the MLS makes agents the best source for accurate data.

LEARN MORE

www.Coast2CoastMLSDataShare.com

COAST2COAST TIMELINE

- JANUARY 2022**
Data Sharing Exploration Meetings Begin
- NOVEMBER 2022**
Initial Data Sharing Agreement Signed - realMLS, St. Augustine & St. Johns County MLS and Space Coast MLS
- FEBRUARY 2023 - NOVEMBER 2023**
Weekly Meetings to Align MLS Data Fields
- JUNE 2023**
Coast 2 Coast MLS Data Share Announced
- JULY 2023**
Daytona Beach MLS Signs to Join the Data Share
- APRIL 2024**
Hernando County MLS Signs to Join the Data Share
- JULY 2024**
Coast2Coast MLS Data Share goes LIVE
- NOVEMBER 2024**
Hernando County MLS goes LIVE
- 2025 +**
Data Share Continues to GROW...Become a part of what's next!

VISIT OUR SITE

Membership Pillar:

Real Estate Specialties

- ▶ We have you covered: Commercial, Property Management, Global
- ▶ These committees meet monthly with keynote speakers addressing industry hot topics as it relates to its specialty and host property marketing sessions for have's and want's.
- ▶ At the National level, Space Coast Association of Realtors has been awarded the Diamond level Commercial Services Accreditation and the Global Business Council Achievement Program at the Silver level.

Committee Chairpersons:

- ▶ Commercial Investment Council Chair: Brant Baylock
- ▶ Commercial Investment Council Vice Chair: John Curri
- ▶ Property Management Chair: Debra Campbell
- ▶ Property Management Vice Chair: Chris Hamilton
- ▶ Global Chair: Shannon Dean



Membership Pillar:

Technology

- ▶ The Association and MLS provides over 22 products and tools that power the professional.
- ▶ New products launched: MLS Touch, Virtual Tour Café
- ▶ Products in the Works: Cuba Casa
- ▶ Products that have sunset in 2025: Property Panorama, Flash CMA, FloPlan

- ▶ **Committee Chair:** Mike Artelli
- ▶ **Committee Vice Chair:** Ellis Wong

ALL ABOARD! Get Ready to Set Sail on SCAR OF THE SEAS

- ▶ 2nd Annual Space Coast Realtors® Convention: Setting Sail for Tomorrow
- ▶ Date: October 17, 2025
- ▶ This year's convention will bring together local real estate professionals for a dynamic day of learning and networking.
- ▶ Keynote presentations from:
 - ▶ Wayne Justice, Chairman Canaveral Port Authority
 - ▶ Johnny Noon, RPR Commercial
 - ▶ Edgar Campa-Palafox, Economic Development Commission
- ▶ Attendees prepare to explore new MLS technologies, enjoy an RPAC-sponsored lunch, and wrap up the day with a cruise-themed reception.



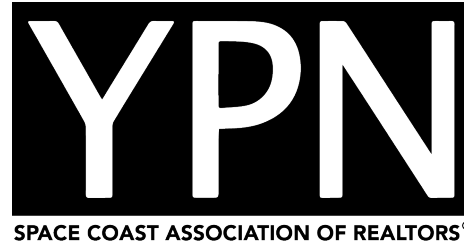
10.17.25
Save the Date

Space Coast Association of REALTORS®

**2nd ANNUAL
SPACE COAST CONVENTION**
Setting Sail for Tomorrow

Membership Pillar:

Young Professionals Network



- ▶ YPN is a group of young professionals who gather monthly to network with other young professionals and help their fellow real estate practitioners become more business savvy by hosting regular networking events and sharing tips and tricks.
- ▶ This year YPN supported the Children's Hunger Project for NAR Realtor Volunteer Days, Collaborated with RPAC for Speed Networking, Hosted the Waterway Clean Up Relay and After Party Cooldown in July, and brought in Sherrif Wayne Ivy for Realtor® Safety Month.
- ▶ **Committee Chair:** Stacey Wetherington

Membership Pillar:

Business Partners

- ▶ Our Business Partner members are truly your industry partners! We count on our business partners for sponsorships making the member experience more affordable and enjoyable. The relationship between our Business Partners and our Realtors is critical to a successful real estate transaction. We couldn't do it without them!
- ▶ To date the Business Partners have hosted a Parking Lot Party Member Mixer at Harley Davidson and the Business Partner Summer Expo, an opportunity for our Realtors and Business Partners to connect with each other and expand their network. Keep your eyes on your email for a save the date, we hear our Business Partners are planning a smashing event in early November
- ▶ **Committee Chair:** Stephen Thaggard
- ▶ **Committee Vice Chair:** Jason Taormina

Advocacy Pillar:



Government Affairs

- ▶ In 2025, the Government Affairs Committee continued its critical mission of safeguarding private property rights and monitoring local issues impacting the real estate industry. The committee identifies emerging challenges, provides recommendations to the Board of Directors, and mobilizes our members when a “Call to Action” is needed to protect property owners and REALTORS®.
- ▶ A significant milestone this year was the creation of the Local Liaison Subcommittee. This new initiative strengthens relationships between our Association, local municipalities, and government entities. The Local Liaison acts as a trusted bridge, facilitating open communication, encouraging collaboration, and aligning policies to promote responsible development, housing growth, and economic vitality across the Space Coast.
- ▶ **Committee Chair:** James Boothroyd
- ▶ **Committee Vice Chair:** Deb Henderson
- ▶ **Committee Vice Chair - Business Partners Rep:** Neil Johnson

Advocacy Pillar:



Realtor Political Action Committee

- ▶ Each year, our RPAC goal is determined by a “fair share” formula based on our REALTOR® membership. For 2025, our goal is **\$144,460**, with **32 Major Investors** and **37% member participation**.

To date the RPAC Report is:

- ▶ **\$139,098 raised** - 96% of our monetary goal
- ▶ **14 Major Investors**
- ▶ **29.35% member participation**
- ▶ To close out the year, we're hosting a series of **RPAC Socials** across the county. These events brought together elected officials and REALTOR® members to discuss local issues, share updates, and network. For just \$20, attendees enjoyed engaging conversations, a drink ticket, and light bites, making advocacy both accessible and enjoyable.
- ▶ **Committee Chair:** Melissa Goldman

Professionalism Pillar:

Grievance and Professional Standards

- ▶ In 2025, our Grievance and Professional Standards Committees continued to uphold the highest level of professionalism in the real estate industry. This year, **19 complaints** were filed, resulting in **6 hearings** addressing potential Ethics Violations and/or Arbitration disputes.
- ▶ Each complaint is first reviewed by the Grievance Committee. When a hearing is warranted, the case is referred to the Professional Standards Committee, which convenes a tribunal to ensure a fair and impartial process.
- ▶ **New in 2025**, the Grievance and Professional Standards Committee, in collaboration with the Professionalism and MLS Committees, hosted a **Mock Hearing Day**. This interactive event gave members a unique, first-hand look at the entire process—from the initial filing of a complaint to the final decision—as well as insight into how MLS fine disputes are handled.

Committee Chairs:

- ▶ Grievance Team A: Jama Porter
- ▶ Grievance Team B: Kellie Bowling
- ▶ Professional Standards: Dawn Ostovich

Professionalism Pillar:

Professionalism & Education

- ▶ The Professionalism and Education Committee started the year strong, actively visiting brokerage offices to share flyers and promote the Association's education courses and upcoming events.
- ▶ Throughout 2025, the committee identified and highlighted **monthly “must-attend” classes and events**, ensuring members had quick access to the most relevant opportunities for professional growth. Their efforts have helped boost member engagement and participation, reinforcing our commitment to raising the bar for professionalism across the Space Coast.

- ▶ **Committee Chair:** Laura Lewis

SPACE COAST ASSOCIATION OF REALTORS®

TOP 5 MUST-ATTEND EDUCATION & EVENTS

9 SEPT	SYSTEMIZED APPROACH TO A SMOOTH CLOSING 10AM – 12PM Space Coast Association of REALTORS®
11 SEPT	UNDERSTANDING BUYER BROKER AGREEMENTS – 3CE 9AM – 12PM Space Coast Association of REALTORS®
11 SEPT	WEALTH BUILDING MADE SIMPLE – 3CE 1PM – 4PM Space Coast Association of REALTORS®
12 SEPT	14TH ANNUAL BCIN GALA 6:30PM – 10PM Hilton Cocoa Beach Oceanfront
25 SEPT	FINDING THE OPPORTUNITIES IN A CHANGING MARKET: POSITIONING YOUR CLIENTS AND BUSINESS FOR MAXIMUM SUCCESS 3CE 1PM – 4PM Space Coast Association of REALTORS®

COMING SOON: LANDLORD TENANT – PROPERTY MANAGEMENT LAW

321-242-2211
SpaceCoastMLS.com
@SpaceCoastAssocofRealtors



View our
Education &
Event
calendar



Professionalism Pillar:

Rocket Pass

- ▶ The Rocket Pass Task Force was created to strengthen member involvement by focusing on education, volunteer opportunities, and community engagement. Building on the 2024 Leadership Academy Project—**“Rocket Pass: Your Passport to Member Benefits and Involvement”**—the task force refined the program and developed a comprehensive implementation plan.
- ▶ In **August 2025**, Rocket Pass officially launched, marking a major milestone for member engagement at the Association. Members now have a clear and exciting pathway to explore benefits, participate in events, and get involved at every level of the Association.
- ▶ **Committee Chair:** Michelle Cervi



The graphic is a blue rectangular poster for the 'Rocket Pass' program. At the top left is a cartoon astronaut on a rocket. To its right is the 'SPACE COAST Association of REALTORS®' logo. Further right, in orange script, is 'Exclusive Realtor Member Program'. The center features the words 'ROCKET PASS' in large, bold, yellow letters. Below this, in white, is 'Your Launchpad to REALTOR® Rewards, Benefits & Involvement'. A list of four bullet points follows, each with a planet icon: 'Get Involved.', 'Track Your Progress.', 'Earn Rewards.', and 'Fuel Your Career.'. To the right of the last bullet is a small orange 'LEARN MORE' button. At the bottom left, a yellow banner says 'Join the Mission Today! Complete Your Rocket Pass'. At the bottom right is a QR code. The footer contains a phone icon with '321-242-2211', a globe icon with 'SpaceCoastMLS.com', and the URL 'bit.ly/4mnfb40'.

SPACE COAST
Association of
REALTORS®

*Exclusive
Realtor
Member
Program*

ROCKET PASS

Your Launchpad to REALTOR® Rewards,
Benefits & Involvement

- 🪐 Get Involved.
- 🪐 Track Your Progress.
- 🪐 Earn Rewards.
- 🪐 Fuel Your Career.

LEARN MORE

*Join the Mission Today!
Complete Your Rocket Pass*

321-242-2211 | SpaceCoastMLS.com | bit.ly/4mnfb40

Outreach Pillar:

Brevard's Children & Families in Need

- ▶ In 2025, the Brevard Children in Need Committee had an incredible year of fundraising to support Brevard's children and families.
- ▶ **Designer Purse Bingo** kicked off the year, raising **\$18,000** while bringing members together for a night of fun.
- ▶ **Comedy Night** followed with an evening full of laughter, raising **\$15,000**.
- ▶ The **Dine & Give Back Event** contributed an additional **\$700**.
- ▶ The committee will close out the year with our legacy event, the **Annual Fundraising Gala**, held September 12 at the Hilton Cocoa Beach Oceanfront. Enjoy an evening of dancing and fun with complimentary beer, wine, soda, and appetizers. Tickets are \$100 and you receive admission for 1 into the event, 1 raffle entry for a chance to win cash prizes of **\$10,000, \$2,000, and \$1,000**.
- ▶ All proceeds from these events go to the Space Coast Association of REALTORS® Foundation, directly benefiting children and families in need across Brevard County.
- ▶ **Committee Chair:** Candace Mulvaney
- ▶ **Committee Vice Chair:** Laura Burns
- ▶ **Committee Vice Chair - Business Partner Rep:** Jaime Rhude



14TH ANNUAL GALA

Fundraiser to Benefit, Brevard's Homeless Children & Families

Friday, September 12th
6:30 pm - 10:00 pm
Hilton Cocoa Beach Oceanfront





Tickets are **\$100.00** each & includes:
ONE (1) Gala admission & ONE (1) Raffle entry
Scan QR code to purchase your ticket or visit: bit.ly/25GalaTix

Outreach Pillar:

Project Prom

- ▶ In 2025, **Project Prom served over 500 students**, providing free gowns, suits, shoes, and accessories—more than **1,200 items in total**. The Association was transformed into a prom boutique, complete with styling assistance, lunch, and photography to make the day unforgettable.
- ▶ More than **40 volunteers** helped students find the perfect outfit, showing the power of REALTORS® and community partners coming together to make a difference.
- ▶ Save the Date: 2026 Project Prom will take place on Saturday, March 7
- ▶ **Committee Chair: Lori Esty**
- ▶ **Committee Vice Chair: Danielle Masucci**

Outreach Pillar:

Inclusive Culture Committee

- ▶ The Inclusive Culture Committee is dedicated to creating a space that celebrates diversity, promotes equity, and ensures inclusion for all. The committee works to break down barriers, encourage open dialogue, and support initiatives that foster a sense of belonging within our Association and community.

In 2025, the committee:

- ▶ Hosted the “Homeownership for All” panel, highlighting opportunities and challenges in making homeownership accessible to everyone.
- ▶ Awarded five Fair Housing Proclamations in collaboration with the Government Affairs Committee, partnering with the Brevard County Commission, City of Titusville, City of Palm Bay, City of Melbourne, and City of Cocoa.
- ▶ Presented a Financial Wellness Seminar to Neighbor Up Brevard, empowering community members with tools for financial success.
- ▶ Began work on the “What Homeownership Means to Me” Essay and Coloring Contest to engage and inspire local students.
- ▶ Through these efforts, the committee continues to champion fair housing, inclusivity, and equal opportunity for all in Brevard County.
- ▶ **Committee Chair:** Thomas Highsmith
- ▶ **Committee Vice Chair:** Whitney Hale

Outreach Pillar:

Space Coast Association of Realtors Foundation

► In 2016 we formed the nonprofit Space Coast Association of Realtors Foundation. To date, we have raised over 1.4 million dollars (from events like Friday nights Gala). So far this year the Foundation Board of Directors has approved \$31,000 in grant requests to the following local 501c3 agencies that primarily focus on families and children and assisting the homeless crisis Brevard County faces each day.

- **Equipped and Encouraged**
- **South Brevard Sharing Center**
- **Family Promise of Brevard**
- **The Hub**
- **Saint Stephens Way**
- **Genesis House**

We should be a very proud of our REALTOR family!



Leadership Pillar:

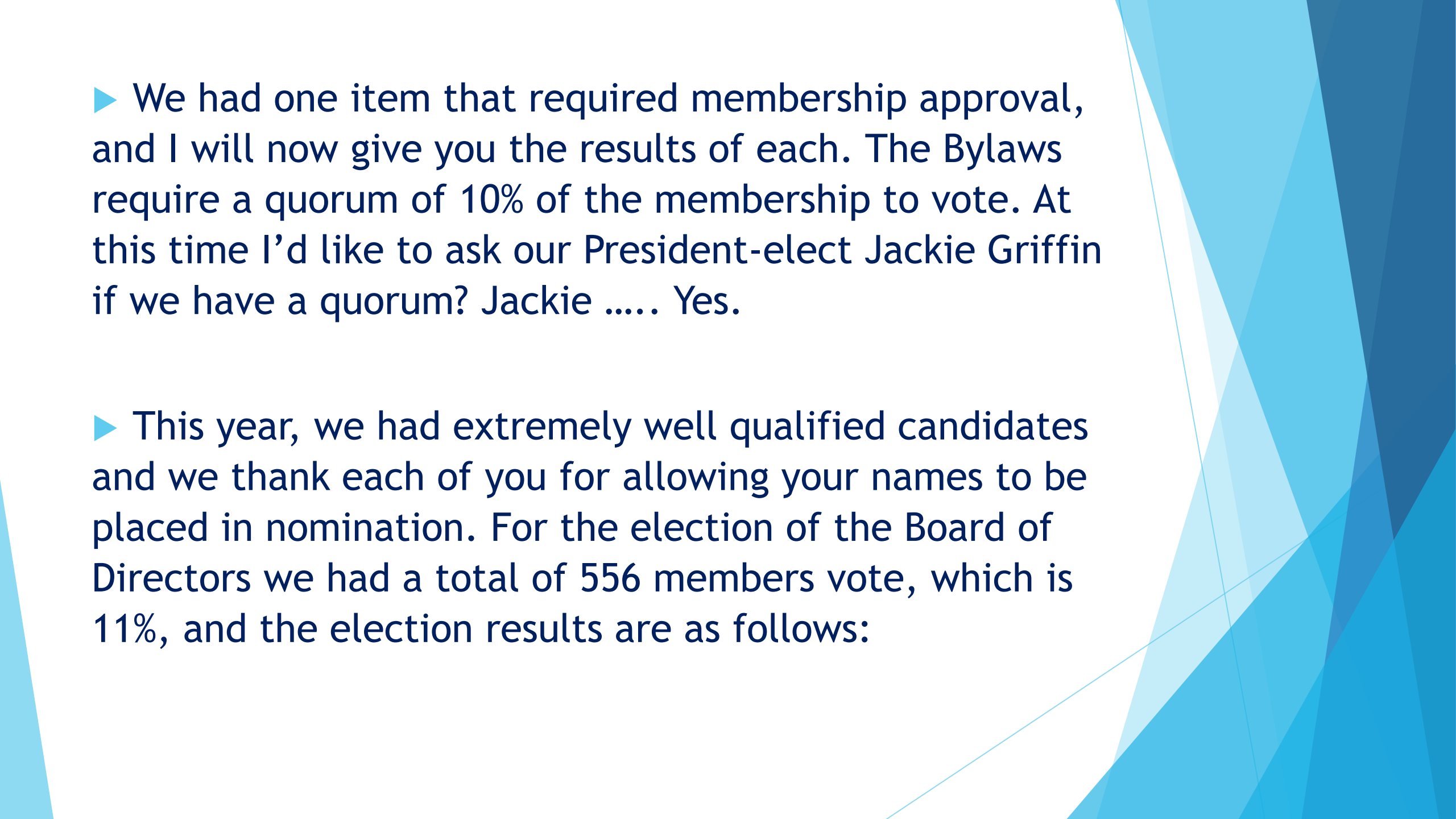
Leadership Academy

- ▶ Leadership Academy: has 10 members participating this year in our Leadership Academy Program. They have been learning about the inner workings of our Association, State and National Associations. It's a program that I would highly recommend to all members of the Association. Interested in Leadership Academy?
- ▶ Be on the lookout for the applications to apply for the class of 2026.
- ▶ **Committee Chair:** Dennis Basile

Leadership Pillar:

Qualifying Committee

- ▶ Was chaired by Lynnette Hendricks and their responsibility is to interview all the candidates that are interested in running for a position on our Board of Directors to ensure that they have met the minimum criteria pursuant to our bylaws..... Which brings us to our election results....

A decorative background on the right side of the slide featuring overlapping translucent blue triangles and polygons in various shades of blue, creating a modern, geometric pattern.

► We had one item that required membership approval, and I will now give you the results of each. The Bylaws require a quorum of 10% of the membership to vote. At this time I'd like to ask our President-elect Jackie Griffin if we have a quorum? Jackie Yes.

► This year, we had extremely well qualified candidates and we thank each of you for allowing your names to be placed in nomination. For the election of the Board of Directors we had a total of 556 members vote, which is 11%, and the election results are as follows:

2025 Board of Directors Election Results:

Each Director below has been elected to serve a 3-year term, congratulations!

Dennis Basile, Broker/Owner

Niccole Febres-Cordero, Broker/Owner

Dawn Ostovich, Broker/Owner

Deb Henderson, Any Licensure Status

We want to take the time to thank the candidates again for allowing their name to be placed in nomination:

Dennis Basile

Michelle Cervi

Niccole Febres-Cordero

Thomas Highsmith

Debra Henderson

Elise Johnson

Leonor Kryla

Dawn Ostovich

Patricia Padrick

Sheena Patterson

Election of Officers:

In accordance with the Bylaws the Board of Directors met this afternoon Wednesday, September 10, 2025 and elected the following Officers to serve in 2026:

- ▶ **Secretary:** Deb Henderson
- ▶ **Treasurer:** Candace Mulvaney
- ▶ **President-elect:** Omar Capellan

Congratulations to the 2026 Board of Directors:

- ▶ President, Jackie Griffin
- ▶ President-elect, Omar Capellan
- ▶ Treasurer, Candace Mulvaney
- ▶ Secretary, Deb Henderson
- ▶ Immediate Past President, Rusty Melle
- ▶ Chief Executive Officer: Lindsey Ruschak

Directors

- ▶ Donna Tidwell
- ▶ Tammy Crisafulli
- ▶ Melissa Goldman
- ▶ Whitney Hale
- ▶ Gina McTernan
- ▶ Dennis Basile
- ▶ Niccole Febres-Cordero
- ▶ Dawn Ostovich

Ex-Officio

- ▶ Mike Artelli, NAR Director
- ▶ Patricia Weeks, NAR Director
- ▶ Lynnette Hendricks, NAR Director