

Charlottesville Area Association of REALTORS®
Communications Master Group
Friday, February 10, 2023
Hybrid Meeting Minutes

Members in Attendance: Carol Carder (Chair), Ashley Palmer (Vice-Chair) (remote), Lyndsey Beltran (remote), Joy Collins, Laurie Falk, Laura Fitty, Gil Gallardo (remote), Karen Kehoe.

Board Liaison: Keith Davis, Woody Fincham (remote).

Staff Present: Alexandra DiGuardo.

Guest: S. Lisa Herndon (President).

Excused: Sabrina Thompson.

Call to Order – Chair Carder called the meeting to order at 9:31 a.m. The Antitrust Statement was acknowledged.

Approval of Minutes from December Meeting – Minutes were accepted as submitted.

New Business – Chair Carder offered words of welcome to members. After each volunteer introduced themselves, President S. Lisa Herndon shared her excitement to see how Diversity, Equity, and Inclusion would be incorporated into the group's activities for the year.

Staff went over the materials available in the Communications Master Group One Drive folder. The group provided a verbal agreement to follow the Volunteer Service Agreement.

2022 Accomplishments – For new group members, Chair Carder shared a few of the most significant Communications accomplishments from last year.

Annual Awards Project Team Update - The project team is reviewing the 2022 annual award submissions. We had 11 different brokerages submit one or more applications – the largest variety of brokerages involved. Calls will be made to the nominators on the status of their submission the week of February 20th. Recipients will be announced during the March General Membership Meeting (GMM) on Thurs., Mar. 16th.

Professional Honor Society (PHS) Project Team Update - The project team is reviewing and scoring the 2022 PHS forms. Recipients will be announced during the March GMM.

Q4-22 Market Report Recap – CAAR continues to be the leading voice in real estate for Central Virginia. CAAR leadership was interviewed seven times with the local media. In addition to staff maintaining current media partnerships, new ones will be explored with outlets, such as Vinegar Hill Magazine, Discover Black Cville, and Cville Inclusive Media. Staff reminded the group where they can access current and past monthly and quarterly market reports.

2023 Ideas – Staff reviewed a list of essential tasks and potential ideas for the year.

Other News, Announcements, & Reminders – Chair Carder reminded the group to check the CAAR Education & Events Calendar.

Chair Carder adjourned the meeting at 10:33 a.m.

Respectfully submitted,
Alexandra DiGuardo, Staff Liaison