

Charlottesville Area Association of REALTORS®
Communications Master Group
Friday, April 14, 2023
Hybrid Meeting Minutes

Members in Attendance: Carol Carder (Chair), Ashley Palmer (Vice-Chair) (remote), Lyndsey Beltran (remote), Joy Collins, Laurie Falk, Laura Fuddy, Sabrina Thompson (remote).

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

Staff Present: Alexandra DiGuardo.

Excused: Gil Gallardo, Karen Kehoe.

Call to Order – Chair Carder called the meeting to order at 9:33 a.m. The Antitrust Statement was acknowledged.

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

Old Business – American Red Cross Blood Drive – The first blood drive, which is in partnership with the Blue Ridge Home Builders Association, is on Tues., May 16th from Noon – 6:30 p.m. at the Hillsdale Conference Center. Members were encouraged to promote the event using the social media assets in the OneDrive folder.

National Association of REALTORS® (NAR) Placemaking Grant Update – A formal motion will not be made as the temporary pocket park has been put on hold until the fall.

Website Redesign Project Update – Staff is collecting a list of vendors who already have experience with our RAMCO association management system. Staff hopes to send out a request for proposal and a draft site map to website vendors in May.

Annual Awards Evaluation Survey – Due to the low participation rate, the group requested a way to gather feedback from the entire membership on the value, communication, and management of the annual awards program. Staff reviewed a draft survey and collected member feedback. The group may provide additional feedback for consideration by Fri., Apr. 21st. The final survey will be launched in the April 24th News Group issue.

New Business – March General Membership Meeting (GMM) – Professional Honor Society (PHS) Presentation – The group discussed the missing Professional Honor Society honorees (five total) as part of the March General Membership Meeting. Staff discussed the steps taken to rectify the issue, which included phone call apologies, updated slideshow shared in News Group, and assurance that those honorees would be included in the press release and secondary messaging on the CAAR homepage and social media channels.

The group felt there was too much packed into the March GMM and that it should have solely been focused on honoring the members only. Staff also shared feedback received requesting that all PHS year honorees stand to be recognized – not just milestone years.

ReviewR - The group requested a ReviewR demo as part of their May meeting. ReviewR is a dedicated award management system that would take most of the manual processes we currently have in place and make them automatic (e.g., copy of your submission, etc.). ReviewR is the platform used by the National Association of REALTORS® to manage their grant programs. There may be a possibility of investing in the platform with the CAAR Foundation, as they will likely need to invest in a grant management system.

PHS Criteria – The group discussed two items: 1. Length of attendance – After much discussion, the group requested we add that a member must attend at least 30 minutes of an event (e.g., GMM) to receive credit for PHS. 2. Broker Forum – The group requested Board Liaison Davis to ask if any member with a Broker license can attend the Broker Forums. Currently, the Broker Forums are open to designated, supervisory, and managing brokers. This request will be put forth to the Broker Council.

Coming Back Home: Thomas Jefferson Planning District Commission (TJPDC) 2nd Housing Summit Recap – Chair Carder discussed her experience at the event. She was the representative for the CAAR table at the event. She will be sharing a list of potential speakers for CAAR to consider. CAAR received a thank you note from the TJPDC thanking us for our support of the event and efforts to address affordable housing.

Board Update – Board Liaison Davis shared a few items on the Board’s radar, such as the pros and possible consequences of granting SentiLock reciprocity to other REALTOR® associations.

Staff Update – Staff provided a staffing update and reminded the group of the no-show policy, which was recently implemented in April.

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

Chair Carder adjourned the meeting at 10:42 a.m.

Respectfully submitted,
Alexandra DiGuardo, Staff Liaison