

**Charlottesville Area Association of REALTORS®**  
**Communications Master Group**  
**Friday, June 9, 2023**  
**Hybrid Meeting Minutes**

**Members in Attendance:** Carol Carder (Chair), Laurie Falk, Laura Futtly, Gil Gallardo, Karen Kehoe, Sabrina Thompson (remote).

**Board Liaison:** Woody Fincham (remote).

**Staff Present:** Alexandra DiGuardo.

**Excused:** Ashley Palmer (Vice-Chair), Keith Davis.

**Unexcused:** Joy Collins.

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

**Approval of Minutes from April Meeting** – Minutes were accepted as submitted.

**Old Business** – Local “Value of a REALTOR®” Campaign – In collaboration with both the leadership teams and various members from the Communications Group and Diversity, Equity, and Inclusion (DEI) Group, CAAR launched a local “Value of a REALTOR®” campaign starting on Mon., June 5th. The television commercial is available in English and Spanish and includes closed captioning. The campaign will also include English and Spanish radio commercials and digital ads. This campaign was made possible by a \$2,000 Virginia REALTORS® Community Engagement Grant from 2022. Members are encouraged to share the commercials, which are hosted on the CAAR YouTube channel, on their social media channels.

American Red Cross Blood Drive Update – 39 pints of blood were collected during the Tues., May 16<sup>th</sup> blood drive. The next blood drive is scheduled on Tues., Aug. 1<sup>st</sup> from 10 a.m. – 4 p.m. at the Hillsdale Conference Center. Staff will request an updated flyer with QR code for members to distribute as needed.

Annual Awards Evaluation Survey Results – While the survey didn’t have a great participation rate, the feedback received was extremely valuable. Staff reviewed the results in detail and the comparison of award submissions per year. Group members shared their biggest questions and concerns on the awards application and review processes (e.g., nominating should include providing a name and email address, then an email would be sent to the nominee where he/she would complete the application). The group requested staff to collect the number of brokerages of where the applications came from each year. This information will be added to the OneDrive folder once available. Chair Carder requested the group to review all the information available and be prepared to discuss the possibility of eliminating one or more award categories during their next meeting. The group requested staff to order a glass award for the 2023 Good Neighbor Award (GNA) for Dana Amos. This will be consistent with the other annual awards.

**New Business** – ReviewR - The group met with ReviewR representative Kyle Fredrickson and received a demo of the platform. The group was very impressed with what they heard and saw from the platform. The advancements of the platform can be utilized with awards, grants, and scholarships, which could be very useful for the CAAR Foundation and the DEI Group. Staff will follow up with additional information for the group to review and consider a possible motion to invest in the platform.

2024 Activities & Initiatives – Letter from CAAR Treasurer Josh White – This time of the year, Treasurer White and the Budget & Finance Committee are starting to formulate the 2024 budget for Association. Treasurer White requested the leadership of each group to discuss certain questions. Due to time, Chair Carder requested staff to send the questions per SurveyMonkey in a follow up email.

Chair Carder adjourned the meeting at 10:37 a.m.

Respectfully submitted,  
Alexandra DiGuardo, Staff Liaison