

Charlottesville Area Association of REALTORS®
Diversity, Equity, & Inclusion (DEI) Council
Wed., June 21, 2023
10 – 11 a.m.
Hybrid Meeting Minutes

Members in Attendance: Shannon Thomas (Chair), Rives Bailey (Board Liaison), Julie Holbrook, Donna Patton, Janice O’Hara, Ben Reeves (remote), Tara Savage, Petrina Tyree (remote), Kat Whindleton (remote).
Excused: Roxanne Carter-Johnston, Peter McFarren, David Sloan, Virgil Velasco, Tammy Wilt.
Unexcused: Anna Antigua (Vice-Chair), Ricardo Duran, Maggie Gunnels Fornecker, Tom Woolfolk.
Staff: Ali DiGuardo.

Call to Order: Chair Thomas called the meeting to order at 10:07 a.m. The Antitrust Statement was acknowledged.

Approval of Minutes from April Meeting – Did not have a quorum.

Budget – Staff reviewed the operating budget (revenue, expenses, and remaining balance). Staff reviewed a request from the Charlottesville Young Professionals Network (YPN). For the October Latte and Learn, the Charlottesville YPN want to host a “Exploring Ageism” presentation with Dr. Jenny Inker. Dr. Inker requests a \$350 donation to a non-profit for her to instruct. Staff to obtain the link of the non-profit as part of the motion.

Old Business – Membership Updates – The designated members with national memberships provided recaps on past and upcoming events. Various members shared their interest in attending the national conferences if CAAR could help pay for expenses.

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. Staff shared the Monticello Media Spanish voiceover and artist is no longer available; therefore, we will inquire for the Spanish voiceover and artist that did the television commercial to do the radio commercial. A special thank you was provided to Anna Antigua, Ricardo Duran, and Virgil Velasco for assisting staff in verifying the Spanish translations of the commercials were accurate.

General Feedback - The group provided feedback on the various DEI sessions provided to the membership. Staff encouraged members to take advantage of the free “FHA & Beyond” online, self-guided course, provided by VisitAble, LLC. A flyer with more information is available in the OneDrive folder.

Current Schedule of Events - The group and staff discussed the list of upcoming events. The group requested the times and registration links be added to the next agenda.

Non-CAAR Events – Staff reviewed the various ways Pride was celebrated during the month of June (i.e., pride festival and events link and link to the “Somewhere Under the Rainbow” by Jason Elliott included in every News Group issue, pride flag flown at the CAAR office, etc.). Staff reviewed a request for the group to invest in Pride pins for the CAAR leadership and DEI group to show their support for equal rights and inclusion for all individuals, regardless of their sexual orientation or gender identity. The group wanted to move forward, but they didn’t have a quorum. Ben Reeves provided a status update on the likelihood of the Charlottesville Pride Festival happening this year. Staff shared there will be a Virginia Pride Festival on September 23rd in Richmond. The group requested staff to complete a vendor interest form for the event.

NAR Grants – The Housing Opportunity Grant is closed, and a check has been sent to the National of Real Estate Brokers Realist Chapter of Richmond. The Diversity Level 1 Grant is closed, and a check has been sent to Anna Antigua. Due to NAR closing the window early on various grants, including Fair Housing, the group requested staff to apply for a Virginia REALTORS \$2,500 Diversity Grant to help pay for the Bill Dedman presentation.

New Business – The group requested staff to create a draft non-CE evaluation form for their review and feedback. Staff will ask Teresa Kirkhart if an approved credit class/course must include specifics in delivery (e.g., in-person only, virtual only, hybrid) for the Department of Professional and Occupational Regulation (DPOR).

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 Thomas requested staff to send the questions per SurveyMonkey in a follow up email.

Possible Socials – The group discussed possibly holding a social in December to celebrate all the 2023 accomplishments. They also discussed possibly holding a social in 2024 when the National Hispanic Real Estate Professionals (NAHREP) Central Virginia will be accredited by the National Association of REALTORS®.

Video Series Project Team (PT) – Janice O’Hara, Shannon Thomas, and Petrina Tyree volunteered to be part of this PT. The PT will likely get kicked off in August.

Future Meeting

The next meeting is Wed., July 12th, 10 – 11 a.m. The CAAR office will be closed for the lockbox training and exchange on Tues., July 17th and Wed., July 18th.

Adjourn

The meeting adjourned at 11:03 a.m.

Respectfully submitted,
Ali DiGuardo, Staff Liaison