

Minutes
CAAR Public Affairs Committee
Wednesday, January 10, 2024, 9:00 am
Hillsdale Conference Center

Roll Call:

Present: Jim Dickerson (Chair), Tony Girard (Vice Chair) Tim Carson, Pam Dent, Anita Dunbar, Matt Hodges, John Matthias, Sue Plaskon, Tammy Wilt

Staff Present: Neil Williamson

Not Present, Excused: Josh White (Board Liaison)

Not Present Unexcused: M.K. King

Call to Order Chair Jim Dickerson called the meeting to order at 9:01 am.

Welcome and Introductions - Chair Dickerson asked Members to introduce themselves to the group.

AntiTrust Policy – Chair Dickerson highlighted the full anti trust policy in Appendix B and provided a short synopsis of the policy and everyone’s individual responsibilities to enforce said policy.

Volunteer Policy – Chair Dickerson reviewed the Volunteer Service Agreement (also in Appendix B for signature).

Strategic Plan Alignment – Neil Williamson provided the context of the Public Affairs Committee within the enacted CAAR Strategic Plan.

Public Affairs Committee Roles and Responsibilities – Neil outlined the roles of the Chair and Vice Chair, the Board liaison, and the members of the committee.

Board Report – With Josh White absent due to a conflicting CAAR meeting, Neil provided a synopsis of the Board of Directors meeting held the previous month.

Consumer Advocacy Grant Results Analysis – This is the largest campaign budget to date. \$100 thousand grant and \$25 thousand RPAC funds. As anticipated, Charlottesville’s Zoning Ordinance passed unanimously. Also as predicted, CAAR received some negative feedback for taking such a public stand on a divisive issue.

- It is clear the campaign generated significant responses from City residents (both positive and negative). When the broadcast and print partnerships are included CAAR’s advocacy message had well **over 1.2 million impressions** in the 2 weeks prior to the public hearing.

Day on the Hill Preview – Neil reminded members that Day on the Hill is scheduled for February 1st and registration is open on the portal.

Property Rights Luncheon – Neil asked for members to be considering potential topics for August 24th Property Rights Luncheon. He reminded that the topic must be focused enough to be addressed in a 90-minute luncheon setting. UVA impacts was discussed.

Legislative Breakfast – Neil asked the Committee for their thoughts on the timing, menu, and sponsorship of the breakfast. By consensus the committee agreed that the Pancakes and Politic theme should be retained. December was the preferred month for the event. The early hour (7:30 am) was not a bad thing and exploring the option of additional sponsors (BRHBA and Chamber) would enhance the event.

Issue and Reports

RPAC: Pam Dent was introduced as RPAC Chair for 2024. She had an initial meeting with Tiffany Vann yesterday and great plans are in the works including a Major Investor Brunch in February, a return of RPAC Bingo and other opportunities.

Locality Reports:

- **Charlottesville** – Neil mentioned the City Council has enacted a questionable policy for by right projects that were submitted after August 31st to be considered under the new zoning code (that was approved in December with a February 19th implementation date)
- **Albemarle** – Neil reported that the Comprehensive Plan is still moving slowly forward and he is working on getting the Board of Supervisors to discuss allowing residential in Commercial and Office zoning.
- **Greene** – There is a new Board of Supervisors in Greene with a new majority (due to the resignation of Abby Heflin). The Board looks to be less open to rezonings than the previous BOS.

2024 Project Teams – By consensus the Committee agreed to pass on the Biennial review of the Code of Public Policy and instead convene a Project Team to develop a 1 pager that captures the highlights of the document. Neil asked for volunteers. Tim Carson, Jim Dickerson, and Matthais John volunteered to serve. Neil indicated due to staff time limitations this group would start their work sometime after Day on The Hill.

New Business for Future Meetings - Chair Dickerson asked for any new business items to be added to a future agenda. – There was none

Next meeting February 14th at 9 am.

There being no more business to come before the PAG, the meeting was adjourned at 9:57 AM