

**Charlottesville Area Association of REALTORS®**  
**Communications Committee**  
**Friday, January 12, 2024, 9:30 -10:30 a.m.**  
**Hybrid Meeting Minutes**

**Members in Attendance:** Laurie Falk (Chair), Ashley Palmer (Vice Chair) (remote), Robert Barnett (remote), Pat Crabtree, Pamela Pope, Larry Saunders (remote), Arleen Yobs (remote).

**Board Liaison:** Janice O'Hara.

**Staff Present:** Alexandra DiGuardo.

**Guest:** Anne Burroughs (President)

**Excused:** Karen Kehoe, Sabrina Thompson.

**Call to Order** – Chair Falk called the meeting to order at 9:32 a.m. The Antitrust Statement was acknowledged.

**Introductions & Ice Breaker** – Members introduced themselves by sharing their name, company, why they wanted to join the Communications Committee, and what image was on their cellphone background.

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

**New Business** – Staff reviewed the items in the OneDrive folder. Members are required to read Appendix A and B. Staff has requested all members to sign and return pages 2 – 5 of Appendix B. Those members attending remotely will receive the documents via TransactionDesk.

**Current Projects** – Chair Falk and staff described the variety of projects that started at the end of 2023 and are still ongoing: Value of a REALTOR® commercial, \$2,500 Virginia REALTORS® Community Engagement Grant received, Reviewr platform selected for awards management, website redesign vendor selected, etc.

**Past Projects** – Chair Falk and staff described the variety of projects that were completed in 2023 (e.g., REALTOR® in the Community commercial in English, Spanish and included closed captioning, Fair Housing commercial in English, Spanish and included closed captioning, member feedback to be collected for website redesign via surveys and focus groups, Habitat for Humanity of Greater Charlottesville build days, etc.).

**Annual Awards and Professional Honor Society** – These award programs will launch on Mon., Jan. 15<sup>th</sup>. The deadline is Mon., Feb. 19<sup>th</sup>. The Reviewr platform will be implemented for the 2024 awards programs.

**Board Update** – Board Liaison O'Hara shared that based on a variety of observations and concerns, the CAAR Board of Directors does not support the proposed changes to the Virginia REALTORS®' Articles of Incorporation that are currently open for a vote.

**Staff Update** – Chair Falk and staff shared they held a meeting with two representatives from the Charlottesville Newcomers Club. They anticipate a possible draft trade agreement between CAAR and the Charlottesville Newcomers Club to be reviewed during the February Communications meeting. Staff shared the variety of methods utilized to communicate information, news, and announcements to members as well as the public. Staff shared the News Group e-newsletter has a close to 70% open rate.

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

Chair Falk adjourned the meeting at 10:28 a.m.

Respectfully submitted,  
Alexandra DiGuardo, Staff Liaison