

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

Members in Attendance: Laurie Falk (Chair), Robert Barnett (remote), Pat Crabtree (remote), Pamela Pope, Larry Saunders, Sabrina Thompson, Arleen Yobs.

Board Liaison: Janice O’Hara.

Staff Present: Alexandra DiGuardo.

Excused: Laura Fuddy (Vice Chair), Karen Kehoe.

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

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

Old Business – A reminder was made to read Appendix A & B as well as sign Appendix B, pages 2- 5, and return to staff.

“REALTOR® in the Community” - Staff provided an update on the commercial. The members were pleased by the draft video and look forward to seeing the final product.

American Red Cross Blood Drives - Staff shared where members can obtain the flyer for the upcoming American Red Cross blood drives. Various members volunteered to help with sign-in at the events. Members wish to discuss the virtual blood drive at their next meeting.

2023 Annual Awards - Staff reminded members the 2023 annual awards deadline is Mon., Feb. 19th. Chair Falk shared how many nominations have been received, how many uncompleted applications are in process, and how many completed applications have been received. The annual awards have been promoted in various ways (e.g., News Group, Single Sign On Dashboard, February General Membership Meeting, etc.). Members confirmed the need to conduct a broker call campaign to increase submissions. Three members volunteered to carry out the broker call campaign. A project team of judges will meet shortly after the deadline to score the submissions.

2023 Professional Honor Society (PHS) - Staff reminded members the 2023 PHS deadline is Mon., Feb. 19th. To be proactive, staff has sent a CAAR member profile and a National Association of REALTORS® (NAR) member detail to the 2022 PHS honorees. In addition, staff will pull a query to search for potential new PHS candidates who have enough points for the first section – Association Involvement. A project team of judges will meet shortly after the deadline to score the submissions.

New Business – NAR Showcases Value & Expertise in Consumer Nationwide in 2024 “That’s Who We R” Campaign – NAR released various TV and radio commercials as part of a new campaign, as well as social media assets. CAAR will echo the material on its communication channels.

NAR CEO Nykia Wright – Interim NAR CEO released a video message setting the record straight on commissions. Please share as you deem necessary.

Effectv Campaign – Staff provided highlights of the current local streaming and TV campaign, including our current commercials being seen by more than 26,500 households in the Greater Charlottesville area. Members shared that they have seen the commercials run and are happy with the exposure. Once the “REALTOR® in the Community” commercial is ready, it will be included in the current campaign.

Vinegar Hill Publication – Through Immediate Past President S. Lisa Herndon, CAAR has diversified its advertising and marketing. A partnership has been made between CAAR and the publication, which will start later in Q1. It will include mycaar.com and cvcmis.com web banners on their website, two full-page color ads, and more.

CAAR Website – Based on the feedback given from the Website Redesign Project Team, staff is still working on the draft surveys.

Habitat for Humanity of Greater Charlottesville Women Build - Due to timing, Communications Committee leadership made the executive decision for CAAR to support this initiative with a \$1,000 sponsorship. In addition, we can organize a build day sometime between March – May. Based on feedback, staff will request two shifts for a build day in April. Once a build day is determined, Chair Falk will reach out for a potential partnership with the Women’s Council of REALTORS® Blue Ridge chapter. Members requested to say in the event description that build days count towards PHS.

Draft CAAR & Charlottesville Newcomers Club Trade Agreement – Chair Falk provided background on this initiative. Staff reviewed the draft trade agreement and answered any questions. Staff shared that if the trade agreement is approved by the committee, then the Hillsdale Conference Center rental fees would be expensed from the Communications – Advertising budget.

A **MOTION** was **MADE, SECONDED,** and **APPROVED** to move forward with the CAAR & Charlottesville Newcomers Club Trade Agreement as submitted.

Staff will share this news with the Charlottesville Newcomers Club.

Board Update – Board Liaison O’Hara noted that the Virginia REALTORS®’ Articles of Incorporation changes were approved, despite the lack of support from CAAR.

Staff Update – Staff reminded members of the NAR Code of Ethics requirement. In addition, staff shared that Neil Williamson, Public Affairs Director, will be quoted in NAR REALTOR® Party article regarding the zoning advocacy made by CAAR.

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

Chair Falk adjourned the meeting at 10:33 a.m.

Respectfully submitted,
Alexandra DiGuardo, Staff Liaison