

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

Members in Attendance: Laurie Falk (Chair), Robert Barnett (remote), Laura Fuddy (Vice Chair), Karen Kehoe (remote), Pamela Pope (remote), Larry Saunders, Sabrina Thompson, Arleen Yobs (remote).

Board Liaison: Janice O’Hara (remote).

Staff Present: Alexandra DiGuardo.

Excused: Pat Crabtree.

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

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

Old Business – The “REALTOR® in the Community” commercial is complete and included in the rotation for the local TV and streaming campaign. It was also shared at the March General Membership Meeting. Feedback from the membership has been very positive. Members are encouraged to share the commercial from CAAR’s social media channels or the CAAR YouTube channel. The commercial is available in English and Spanish and includes closed captioning. Staff will work on the Virginia REALTORS® Community Engagement Grant Evaluation.

American Red Cross Blood Drives – Members are encouraged to promote the May 14th blood drive. Staff reminded members where to find the flyer and marketing graphics in the OneDrive folder. The committee requested to do a virtual blood drive in September 2024 (1st choice) or October 2024 (2nd choice).

New Business – CAAR and Charlottesville Newcomers Club Trade Agreement Update – Staff shared the trade agreement has been signed by both parties. Expect to see the Charlottesville Newcomers Club at the May General Membership Meeting. Larry Saunders will be the committee representative for the May 7th Spring Newcomers Luncheon at the Paramount Theater.

March General Membership Meeting (GMM) – Annual Awards & Professional Honor Society – Staff shared feedback collected from the March GMM evaluation survey. The committee felt the program was filled with too many topics – it felt like two events in one and both didn’t have enough time dedicated to it. They would like to have the March GMM have a brief inspirational speaker (approximately 15 – 20 minutes) and the annual awards and Professional Honor Society presentations only – no other topics or speakers. They would also like to read each Professional Honor Society honoree’s name and have them cross the stage to receive their certificate and other accolades (if applicable), as well as have their individual class photographs taken, in addition to the year class photo at the end of the program. This feedback will be shared with the Professional Development Committee for consideration.

Habitat for Humanity of Greater Charlottesville Women Build – Staff mentioned CAAR received a nice thank you letter for sponsoring the 2024 Women Build. Both May build days still need 1 – 2 volunteers.

Communications Achievements for the 2022 -2024 Strategic Plan – Staff encouraged members to review the great number of accomplishments from the Communications Committee over the years.

CAAR Website – Additional changes are being made by staff and Anne Burroughs, Chair of the Website Redesign Project Team, to the draft website redesign feedback surveys. The hope is to launch both surveys in the next week.

Reviewr Platform Update – Changes still need to be made for the 2024 awards program, which includes the annual awards and the Professional Honor Society. Once the changes have been made, a select number of members can test the platform before it officially launches.

Ideas to Celebrate the 100th Anniversary in 2025 – Staff reviewed a detailed calendar year of events to celebrate CAAR's centennial anniversary. The committee was impressed by the list and looks forward to celebrating this huge milestone. Several members volunteered to help on a project team to plan and carry out the events. The list of ideas will be shared with President-Elect Josh White for his feedback. Staff has also inquired about CAAR's history from the National Association of REALTORS® (NAR) Archives Department.

Board Update – Board Liaison O'Hara shared the CAAR Board of Directors met with the CAAR Foundation to discuss how CAAR can support the Foundation (e.g., financial, etc.).

Staff Update – Staff reminded members to participate in the upcoming proposed NAR settlement session with attorney Michael Lafayette and the Leadership Town Hall Meeting next week.

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

Chair Falk adjourned the meeting at 10:27 a.m.

Respectfully submitted,
Alexandra DiGuardo, Staff Liaison