

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

Members in Attendance: Laurie Falk (Chair), Laura Fitty (Vice Chair), Pat Crabtree (remote), Karen Kehoe (remote), Larry Saunders, Sabrina Thompson (remote), Arleen Yobs (remote).

Staff Present: Alexandra DiGuardo.

Excused: Robert Barnett, Janice O'Hara, Pamela Pope.

Call to Order – Chair Falk called the meeting to order at 9:30 a.m. The Antitrust Statement was acknowledged.

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

American Red Cross Blood Drives – Members were encouraged to promote the May 14th blood drive. Staff reminded members where to find the flyer and marketing graphics in the OneDrive folder. No update on the request for a virtual blood drive in September 2024 (1st choice) or October 2024 (2nd choice).

March 2025 General Membership Meeting – Annual Awards & Professional Honor Society Update – During the April meeting, the Communications Committee recommended several ways to improve the program, which were passed to the Professional Development Committee for consideration. In addition to the Professional Development Committee agreeing with the recommendations, they tasked the Communications Committee to select the motivational speaker for the program. Members were asked to start brainstorming a list of potential motivational speakers to consider.

Habitat for Humanity of Greater Charlottesville Women Build – A few members that participated in the May 3rd build day said it was a bit frustrating as the on-site crew didn't seem to have an organized plan for the volunteers. Out of the entire shift, they may have worked an hour. The May 9th build day was very organized and the volunteers were put to work immediately upon arrival. Members also shared that they liked the A.M. timeslots for future build days and that there was no need to purchase as many snacks or water bottles for future build days.

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.

CAAR's 100th Anniversary in 2025 Update – President-Elect Josh White was impressed with the list of ways to celebrate the milestone. Staff requested the committee to review the information received from the National Association of REALTORS® historical archive department and select five interesting facts to share for next year. Members can email the staff with their suggestions.

Charlottesville Newcomers Club – Spring Newcomers Luncheon Update from Larry Saunders – Larry Saunders shared his experience as the CAAR representative for the event. It turns out a lot of the membership includes residents who have been in the area for a long time. Overall, the event was well received, and the Club seemed appreciative that CAAR was there.

NAR “That’s Who We R” – Arleen Yobs shared an update on the new and robust “That’s Who We R” campaign and which channels of advertising the new commercials would be on, including the Paris Olympics. Staff shared the CAAR and Hillsdale Conference Center commercials would also be shown during the Paris Olympics.

New Business – CAAR Website – The Affiliate survey and REALTOR® survey were sent on Fri., Apr. 19th. 39 REALTORS® and 2 affiliates completed the survey. The feedback will be passed to IVIO, the website designer. Staff anticipates IVIO to share draft layouts for the committee to weigh-in on for the June meeting. The Website Redesign Project Team will be invited to participate in that meeting.

Review the CAAR Leadership Town Hall Results – The Committee reviewed the list of recommendations. They are open to supporting most of the ideas this year – on a case-by-case basis, especially fostering ideas with groups/committees. They shared the need to increase next year’s budget for advertising as the need to communicate the value of a REALTOR® is even more important now that the settlement has happened. They also suggested that a Latte and Learn be created to help members understand how to show and communicate their value to clients/consumers as well as where to find NAR resources to help develop those messages.

They also suggested setting up a phone bank to encourage participation in the upcoming CAAR Reconnect Conference & Expo – especially targeting long-time REALTORS® who haven’t come to a meeting or participated as a volunteer. If each committee commits 1 – 2 members, we can determine a day when they can be in the office and make the phone calls. It would be a great way to showcase the value of the Association.

Board Update – Provided by Staff, CAAR signed the NAR opt-in settlement agreement.

Staff Update – Staff reminded members of the various upcoming events, including shred day, May General Membership Meeting, and Young Professionals Network (YPN) REALTORS® Political Action Committee (RPAC) Waterpalooza. Staff also shared that Grace Porter as joined the CAAR staff team.

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

Chair Falk adjourned the meeting at 10:31 a.m.

Respectfully submitted,
Alexandra DiGuardo, Staff Liaison