

**Charlottesville Area Association of REALTORS®  
Communications Committee  
Friday, June 14, 2024, 9:30 -10:30 a.m.  
Hybrid Meeting Minutes**

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

**Board Liaison:** Janice O’Hara

**Staff Present:** Alexandra DiGuardo, Abby Tammen.

**Excused:** Sabrina Thompson.

**Guests:** Wes Sury (Website Redesign Project Team member), Dustin Moore (IVIO), Sarah Arends (IVIO).

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

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

American Red Cross Blood Drives – Members were encouraged to promote the July 30<sup>th</sup> 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 (1<sup>st</sup> choice) or October 2024 (2<sup>nd</sup> choice).

March 2025 General Membership Meeting – Annual Awards & Professional Honor Society Update – Members were asked to start brainstorming a list of potential motivational speakers to consider. The speaker will present for 15 - 20 minutes. The budget is \$500. Jason Elliott was mentioned as a potential speaker.

CAAR’s 100<sup>th</sup> Anniversary in 2025 Update – 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. Staff is working on a creative brief for the logo. A draft logo may be ready for the July meeting.

**New Business** – CAAR Website – Dustin Moore and Sarah Arends were introduced. Staff reviewed the timeline, draft sitemap for the new CAAR website, and the questions the committee needed to provide feedback on. The committee reviewed the draft design layout for the “For the Member” menu and homepage and provided feedback to consider. The committee answered the three questions: 1. The other menu should be “For the Public.” 2. The “Resources” section is too long – request to break it up into two sections. 3. For top section – the quick links will remain as is “For Members”; the quick links should also include “Find a REALTOR®” for both residential and commercial “For the Public.” The committee will be asked to do beta testing later this summer.

Board Update – The Board continues to keep a pulse on updates and/or changes from the NAR settlement. On June 11<sup>th</sup>, Virginia REALTORS® released revised standard forms. The forms have been uploaded to the Virginia REALTORS® Standard Forms Library and they are available in the CAAR TransactionDesk.

Staff Update – No update needed.

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

Chair Falk adjourned the meeting at 10:36 a.m.

Respectfully submitted,  
Alexandra DiGuardo, Staff Liaison