

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

**Members in Attendance:** Laurie Falk (Chair), Laura Fuddy (Vice Chair), Pat Crabtree (remote), Pamela Pope (remote), Larry Saunders, Sabrina Thompson (remote), Arleen Yobs.

**Board Liaison:** Janice O'Hara (remote).

**Staff Present:** Alexandra DiGuardo.

**Excused:** Karen Kehoe.

**Unexcused:** Robert Barnett.

**Call to Order** – Chair Falk called the meeting to order at 9:31 a.m. The Antitrust Statement was acknowledged.

**Approval of Minutes from June 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. A virtual blood drive has been confirmed for September 24<sup>th</sup> – October 4<sup>th</sup>. Flyer and marketing graphics to come soon.

March 2025 General Membership Meeting – Annual Awards & Professional Honor Society Update – Members discussed various regional and local motivational speakers for the event. After much discussion, Mark Lorenzoni, Co-Owner of Ragged Mountain Running Shop, was nominated to be the speaker. Staff will reach out to Mr. Lorenzoni to obtain his willingness, availability, and speaker fee.

CAAR's 100<sup>th</sup> Anniversary in 2025 Update – Staff reviewed a detailed calendar of events for 2025 in celebration of the milestone. A logo has not been created yet.

CAAR Website – Staff and IVIO, the website designer, continue to make progress on the website. Staff anticipates beta testing in early September and a late-September launch.

Reviewr Platform – Staff anticipates beta testing in early September and a late-September launch. As a reminder, the Reviewr platform is the new award management system.

**New Business** – Add Senior Care Resources Request – CAAR Website – Members discussed the pros and cons of adding the requested senior care resources to the caar.com website. Staff shared that there may be a local resource being developed in conjunction with the Latte and Learn – “Navigating Long-Term Care in Greater Charlottesville Area” with Dr. Jenny Inker. Members requested to move forward with the local resource from Dr. Jenny Inker if it is available versus adding the other senior care resources to the caar.com website.

Virginia REALTORS® \$2,500 Community Engagement Grant – Staff shared the opportunity to have branded, evergreen content through *The Daily Progress*. The idea is to have two articles written: 1. Value of a REALTOR® and client testimonials; 2. Advocating for property and homeownership rights, also provides the CAAR Foundation to be featured. This opportunity would support both Strategic Priority #1 and #4. The total for the campaign would be \$3,000. While \$2,500 would be covered by the grant, the remaining \$500 would come from the Communications – Advertising budget.

**A MOTION** was **MADE, SECONDED,** and **APPROVED UNANIMOUSLY** to apply for a Virginia REALTORS \$2,500 Community Engagement Grant to help pay for two branded content articles from *The Daily Progress*.

Board Update – The 2024-2025 Pat Jensen Leadership Academy (PJLA) class has been finalized. The members were pleased to hear that both Laurie Falk and Larry Saunders have been accepted into the PJLA class. The Board continues to get ready for the MLS changes under the National Association of REALTORS® (NAR) settlement agreement, effective August 5<sup>th</sup>.

Staff Update – Staff announced Ali DiGuardo has a new title, Chief Operating Officer. CAAR continues to seek a new Receptionist. In addition to a few event reminders, staff shared that Ian Desautel will be returning to the staff as the Director of MLS & Technology Services.

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

Chair Falk adjourned the meeting at 10:17 a.m.

Respectfully submitted,  
Alexandra DiGuardo, Staff Liaison