

**Charlottesville Area Association of REALTORS®
Communications Committee
Friday, September 13, 2024, 9:30 -10:30 a.m.
Hybrid Meeting Minutes**

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

Staff Present: Alexandra DiGuardo.

Excused: Julie Holbrooke (Website Redesign Project Team Member), Gil Gallardo (Website Redesign Project Team Member), Wes Sury (Website Redesign Project Team Member), Arleen Yobs

Unexcused: Pamela Pope, Janice O'Hara.

Guests: Anne Burroughs (Website Redesign Project Team Chair), Leigh Berry, Dustin Moore (IVIO), Sarah Arends (IVIO).

Call to Order – Chair Falk called the meeting to order at 9:33 a.m. The Antitrust Statement was acknowledged.

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

American Red Cross Blood Drives – The July blood drive resulted in 13 total donors, 6 type O donors, and 16 total units collected. The virtual blood drive has been moved to the month of October. The goal is 10 donations. Staff will follow up with American Red Cross representative on a few questions that were asked by members. A flyer and marketing graphics will be available soon.

March 2025 General Membership Meeting – Annual Awards & Professional Honor Society Update – Mark Lorenzoni, Co-Owner of Ragged Mountain Running Shop, confirmed his interest and availability to speak. His compensation will be donated to a non-profit.

Virginia REALTORS® \$2,500 Community Engagement Grant – The first branded article with *The Daily Progress*, which focused on the value of a REALTOR®, has been published. The second branded, which will focus on affordable housing and local advocacy efforts, will be started soon. An interview has been set up with *The Daily Progress*, James Dickerson, CAAR Public Affairs Committee Chair, Pam Dent, CAAR REALTORS® Political Action Committee (RPAC) Chair, and Dave Norris, Executive Director of the CAAR Foundation. The article should be available in November.

CAAR Website – Staff and IVIO, the website designer, continue to make progress on the website. An updated design was shown to the committee. Based on how well the vendor testing sessions go, the beta testing may need to be moved to a later timeframe (early October). Staff to follow up with an email update.

New Business – Albemarle Housing Improvement Program (AHIP) Lunch & Learn Recap – Larry Saunders attended the event on the committee's behalf. The focus was to get to know the organization better. This event will happen quarterly.

Charlottesville Newcomers Club Events – Leigh Berry shared both information and appreciation for the partnership between CAAR and the Charlottesville Newcomers Club. A CAAR representative will be speaking for two minutes at the upcoming events.

Board Update – In the absence of Board Liaison Janice O'Hara, President Burroughs shared various updates. Those included the process of the new Strategic Plan, CAAR preparing to celebrate its 100th milestone in 2025, the nomination and election process for the CAAR 2025 Board of Officers & Directors, and how well the National Association of REALTORS® settlement changes went for CAAR.

Staff Update – Staff announced that Darkita Hawkins will be the new Receptionist. As part of the 2025 dues billing, there is a suggested \$1 donation for the CAAR Foundation.

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