

Charlottesville Area Association of REALTORS®
Diversity, Equity, & Inclusion (DEI) Committee
Wed., Oct. 16, 2024, 10 – 11:30 a.m.
Hybrid Meeting Minutes

Members in Attendance: Ben Reeves (Chair) (remote), Rives Bailey, Rachel Burns, Kelly Faillace, S. Lisa Herndon (Board Liaison) (remote), Julie Holbrook (remote), Colleen Marshall (remote), Erica May (remote), Janice O'Hara (remote), John (Rich) Walker (remote), Kat Whindleton.

Unexcused: Petrina Tyree.

Staff: Ali DiGuardo.

Call to Order: Chair Reeves called the meeting to order at 10:04 a.m. The Antitrust Statement was acknowledged.

Approval of Minutes from August 2024 Meeting – The August 2024 minutes were approved as submitted.

Budget – Staff reviewed the budget and the various placeholders for income and expenses. Members who attended multi-cultural real estate organization conferences shared their experiences and biggest take-a-ways. Staff reminded members of the last remaining Alliance Ally course available for Q4.

Board Liaison Herndon requested to know how many members have completed DEI-related training from the National Association of REALTORS®. Staff will share that information at the November meeting.

Events – CAAR had a booth at the Cville Pride Festival on Sat., Sept. 7th. Volunteers shared that it was a great event with wonderful energy and vendors. It was overall a positive experience, and it reinforced how important it is for CAAR to participate in these types of community events.

The need for more rainbow decorations and branded CAAR/DEI swag was requested.

Chair Ben requested members to send other community events they think CAAR should participate in to either him or staff.

The Inclusivity and Celebration: Fair Housing Symposium with Drag Show & Fireside Chat is scheduled for Fri., Nov. 15th from 5:30 – 8 p.m. at the Hillsdale Conference Center. Staff and Chair Reeves reviewed the revised agenda and went over details of the event, such as the current event sponsors, charity, decoration list, etc. Chair Reeves shared the names of the performers. Additional members signed up to be volunteers. Kelly Faillace, Colleen Marshall, Erica May, and staff will meet soon to go over details for the broker call and pop-bye campaign. Staff will add the sponsorship form and current flyer to the OneDrive folder. A new flyer will be created with names, titles, and pictures soon. Once created, a heavier promotion push will be made, including inviting our industry partners that are invited when CAAR hosts a DEI event.

Old Business – Based on time and lack of quorum, the committee requested the gender-neutral bathroom signage discussion be moved as one of the first items to be discussed as part of the November meeting. Additional information will be outlined with the possible motion to show the governance procedures that will take place.

New Business – CAAR launched its new website, caar.com, on Tues., Oct. 15th. As part of the project, staff showed the new and improved “DEI Resources” webpage.

Board Update – Board Liaison Herndon shared that the Board is focused on rolling out the new three-year Strategic Plan.

Staff Update – Staff shared various association reminders.

Future Meeting

The next meeting is Wed., Nov. 13, 10 – 11:30 a.m.

Adjourn

The meeting adjourned at 11:31 a.m.

Respectfully submitted,
Ali DiGuardo, Staff Liaison