

**Charlottesville Area Association of REALTORS®  
Communications Committee  
Friday, November 8, 2024, 9:30 -10:30 a.m.  
Hybrid Meeting Minutes**

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

**Staff Present:** Alexandra DiGuardo, Kelly Lolli.

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

**Excused:** Karen Kehoe, Arleen Yobs.

**Unexcused:** Robert Barnett.

**Call to Order** – Chair Falk called the meeting to order at 9:05 a.m. The Antitrust Statement was acknowledged.

Kelly Lolli – Kelly was introduced as the new Marketing & Communications Coordinator. She will be the new staff liaison for the committee in 2025.

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

**Old Business** - American Red Cross Blood Drives – Virtual Blood Drive Results – The goal was 10 donations – we had six donations. This was the first time CAAR had done a virtual blood drive. The committee would be interested in doing it again.

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 article, which will focus on affordable housing and local advocacy efforts, will be published soon. Staff will share a metrics document on the social media engagement for the first article at the next meeting. Members were encouraged to share both articles with clients and the public.

CAAR Website – The website was launched in late October. Members have been pleased with the redesign.

Reviewr Update – The awards management platform will now be implemented for the 2025 awards program.

**New Business** – Charlottesville Newcomers Club – Possible 2025 Sponsorship – Staff reviewed the 2024 agreement between the Charlottesville Newcomers Club and CAAR. The committee discussed the benefits and challenges (e.g., tighter budget) on a possible 2025 sponsorship. The committee asked various questions. Staff will provide answers to those questions at the next meeting.

Draft CAAR 100<sup>th</sup> Anniversary Logo – Staff presented two draft versions of the CAAR 100<sup>th</sup> Anniversary logo – animation and stagnant. The committee was happy with both versions. The logo will be shared during the CAAR 2025 Officers & Directors Installation.

CAAR 100<sup>th</sup> Anniversary Events – Originally, the committee created two signature events to celebrate the milestone. Due to a tighter budget for next year, the committee decided to move forward with the May Centennial BBQ only. The October Centennial Gala will no longer be pursued.

Young Professionals Network (YPN) Salvation Army & Bell Ringing & Angel Tree Support – YPN has adopted 125 angels this year. They have also signed CAAR up to bell ring on Dec. 3<sup>rd</sup> and Dec. 10<sup>th</sup>. Multiple members requested staff to register them for a bell ringing shift.

**Board Update** – Board Liaison Janice O’Hara shared how proud the Board was with the CAAR redesign website.

**Staff Update** – Staff reminded the committee of the various deadlines associated with the CAAR Foundation Board Application, CAAR Board Application, and 2025 Volunteer Interest Form.

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

Chair Falk adjourned the meeting at 10:24 a.m.

Respectfully submitted,  
Alexandra DiGuardo, Staff Liaison