

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

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

Staff Present: Alexandra DiGuardo, Kelly Lolli.

Board Present: Janice O'Hara (remote).

Guest: Josh White (President).

Excused: Pat Crabtree.

Call to Order – Chair Falk called the meeting to order at 9:32 a.m. The Antitrust Statement was acknowledged.

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

New Business – CAAR Strategic Plan - President Josh White reviewed the new Strategic Plan in detail.

Thank You Letter - Chair Falk shared a thank you letter received from the Habitat for Humanity of Greater Charlottesville for CAAR's support for the year. It also thanked Dave Norris, CAAR Foundation Executive Director, for his involvement in supporting their efforts.

2025 Leadership - Laura Fitty will be 2025 Chair and Larry Saunders will be 2025 Vice Chair of the Communications Committee.

Old Business - Virginia REALTORS® \$2,500 Community Engagement Grant – Staff reviewed the branded content campaign wrap up document from *The Daily Progress*. The second article is trending to be more popular than the first one.

CAAR 2024 Annual Awards & Professional Honor Society (PHS) – The forms for both the annual awards and PHS opened in November 2024. The committee requested a dedicated Broker call campaign to encourage submissions for the annual awards. Staff will work with Janice O'Hara, Arleen Yobs, and Larry Saunders on the Broker call campaign. The committee requested a dedicated email be made to members who have already achieved enough points for the first section of the PHS form.

Charlottesville Newcomers Club – Possible 2025 Sponsorship – **A MOTION was MADE, SECONDED, and APPROVED** to offer the Charlottesville Newcomers Club a 2025 sponsorship, which would include Affiliate membership (up to two people) for \$450 and a Ballroom two-hour rental for \$375 and terrace two-hour rental for \$75. The total amount of the 2025 sponsorship would be \$900. This amount will be deducted from the remaining 2024 Communications budget.

Centennial BBQ – Farm Credit of the Virginias is the first event sponsor. Laura Fitty, Janice O'Hara, Arleen Yobs, and Anne Burroughs will participate in the project team that will determine additional details and logistics in January (e.g., location, activities, food/beverage, etc.).

Board Update – Board Liaison Janice O’Hara shared the Board looks forward to seeing how the committees and councils will implement and embrace the new Strategic Plan.

Staff Update – Staff shared their admiration for working with the committee over the year. Kelly Lolli looks forward to helping with the committee’s efforts next year.

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

Chair Falk adjourned the meeting at 10:39 a.m.

Respectfully submitted,
Alexandra DiGuardo, Staff Liaison