

MINUTES
Charlottesville Area Association of REALTORS®
YPN Planning Committee
Wednesday, February 12, 2025

Attendance

Present: Zoya Claus (Chair), Jossef Baron (Vice Chair), Brentney Kozuch, Kaite Shiers, Shawn Johnson, Mary Anna Wu, Megan Rodgers, Ivy Haines, Lacey Parrott

Excused: Jeff Mattie (Board Liaison)

Staff: Kelly Lolli

Welcome and Call to Order

Chair Zoya Claus called the meeting to order at 10:02 a.m. and Vice Chair Jossef Baron reviewed the CAAR Antitrust Statement.

Minutes

The minutes from the September 19, 2024 meeting were approved as presented.

Old Business

Recap of 2024 Accomplishments

Chair, Zoya spoke about the many accomplishments of the 2024 YPN Planning Committee.

New Business

Volunteer Mandatory Training / OneDrive

Staff Liaison, Kelly walked the committee through the structure of the YPN OneDrive folder and discussed the volunteer mandatory training and deadline.

Sponsorship Packet and Affiliate Call List

Staff Liaison, Kelly presented the updated 2025 Sponsorship Packet and Chair Zoya discussed current sponsorship and decided to split up contacting the rest of the affiliate list to gain new sponsorships. The committee unanimously agreed to make calls and emails to the remaining list.

New REALTOR Call List

Chair, Zoya presented a list of new REALTORS and tasked the committee with contacting 7-8 people on the list to welcome them, tell them about YPN, and invite them to come to the kickoff event.

Marketing Flyer

Staff Liaison, Kelly presented a 2-page marketing flyer to the committee for distributing at events, etc. The flyer was unanimously approved and will be updated by Kelly with the most up to date event dates, locations, and benefiting non-profit organizations. Kelly will ask about GMM tabling opportunities since the February GMM was moved to virtual.

YPN Advance Leadership Conference

Committee unanimously approved sending Vice Chair, Jossef Baron to the YPN Advance Leadership Conference in Chicago August 14th & 15th pending more sponsorship dollars are available. Proposed \$2,000 in the budget for this trip.

Events

Chair, Zoya asked the committee for approval to be involved with the Women's Council Casino Night Event and was met with unanimous approval. Zoya will connect with Women's Council on level of involvement and this information will be an agenda item for the March meeting.

The committee chose non-profits and dates for the remaining YPN events:

- YPN Latte & Learn, April 10 // Benefitting Shelter for Help in Emergency
- RPAC Waterpalooza // decided on Tuesday, May 20th as the date.
- Trivia Happy Hour, June 18 // Benefitting Building Goodness Foundation
- YPN Latte & Learn, October 3 // Benefitting Yellow Door Foundation
- Wag Wine Wednesday, October 8 // Benefitting Dogs Deserve Better Blue Ridge

Staff Liaison, Kelly will contact potential locations for the Trivia Happy Hour (Three Notch'd at IX) and Wag Wine Wednesday (Keswick Vineyard) to confirm availability and pricing and will bring this information to the March meeting.

Committee discussed ideal dates and timing for the Salvation Army Angel Tree kickoff and are interested in kicking off at the November GMM. Staff Liaison, Kelly, will look into making sure the dates will align. Further Salvation Army discussion was tabled until future meetings.

New Business for Future Meetings

Current status of sponsorship money raised.
Committee to bring topic ideas for 2026 Latte & Learn events
Pre-Kickoff Event Needs
Begin Waterpalooza Planning
Upcoming Event updates/Casino Night Involvement

Board Update

Board Liaison, Jeff Mattie was not available to attend and, therefore, no update was presented.

Staff Update

Staff Liaison, Kelly reminded the committee of the February General Membership Meeting being moved to virtual.

Adjourn

Chair Zoya Claus adjourned the meeting at 10:55 a.m.

Respectfully submitted,
Kelly Lolli
Staff Liaison