

MINUTES
Charlottesville Area Association of REALTORS®
Communications Committee
Friday, February 21, 2025

Attendance

Present: Laura Fuddy (Chair), Larry Saunders (Vice Chair), Anne Burroughs (Board Liaison), Benjamin Lynch, Marcella Johnson, Arleen Yobs, Karen Kehoe, Jessica Saadut, Sabrina Thompson, Patricia Crabtree.
Staff: Kelly Lolli (Staff Liaison).

Welcome and Call to Order

Chair Laura Fuddy, called the meeting to order at 9:32 a.m. and Vice Chair Larry Saunders, reviewed the CAAR Antitrust Statement.

Minutes

The minutes from the December 13, 2024, meeting were approved as presented.

Old Business

Recap of Last Year's Accomplishments

Chair Laura Fuddy, presented that the 2024 committee held two successful build days with Habitat for Humanity of Greater Charlottesville, launched the newly redesigned caar.com website offering a secure and user-friendly experience with both members and the public in mind, received a \$2,500 VAR Community Engagement Grant which created branded content through the Daily Progress, and held an in-person and virtual blood drive.

Branded Content Review

Staff Liaison, Kelly Lolli, shared an overview of the performance of the two branded content pieces run with the Daily Progress using the VAR grant. The [first article](#) discussed the value of a REALTOR® (0.68% CTR / 126,630 impressions / 596 unique clicks / 731 engagement / 19,192 reach) and the [second article](#) focused on affordable housing and local advocacy efforts (6.83% CTR / 50,452 impressions / 815 unique clicks / 1,009 engagement / 19,337 reach). Results show that the second article performed much stronger than the first, but both were successful in the endeavor of communicating the message of the importance of a REALTOR®. Committee to decide later if they would like to continue running branded content or explore other avenues for advertising.

Q4 Market Report

Staff Liaison, Kelly Lolli, shared that the Q4 Housing Market Report is now available and that CAAR does 6-8 media interviews around this. These media hits will be shared on caar.com. The report and shareable infographic are available at: <https://caar.com/membership-actions/actions/market-reports/>.

New Business

Volunteer Mandatory Training & Shared Resources

Staff Liaison, Kelly Lolli, reminded the committee that Fairhaven training is due by February 24th and went over all the documents available to the committee in the shared OneDrive folder.

Cville Newcomers Club

Chair Laura Fuddy and Vice Chair Larry Saunders recapped agreement with the Cville Newcomers Club and opened the opportunity for a committee member to attend the Cville Newcomers Club Spring Luncheon event on Wed., Mar. 12th from 11:30 a.m. – 1:30 p.m. Karen Kehoe volunteered to attend.

100th Anniversary Event Update

Project Team Member, Arleen Yobs, presented an update on the current planning progress of the 100th Anniversary BBQ Event. The pavilions at Pen Park are booked and BBQ Exchange has been contracted for catering. The event will be free for members and a guest and will offer a variety of activities such as a bounce house and face painting. Arleen also shared that as a part of the CAAR 100th Year Celebration, there is a trivia contest happening in the News Group email with a chance to win a \$100 gift card.

Habitat for Humanity – Women Build

Chair Laura Fuddy shared that CAAR is sponsoring two Habitat for Humanity build days, May 1st and 2nd. May 1st is full at a max of 10 volunteers and 5 slots remain on May 2nd. The sponsorship places the CAAR 100th Anniversary logo on the T-shirts.

2025 Blood Drives

Staff Liaison, Kelly Lolli shared that American Red Cross reached out about hosting another set of Blood Drive events with a goal of collecting 19 lifesaving pints. She also shared May 13th and July 29th as potential date options. Member, Arleen Yobs made a **MOTION** to host the two blood drive events on the suggested dates of May 13th and July 29th. The motion was

SECONDED by member, Marcella Johnson. The committee **UNANIMOUSLY** agreed to host these events. Staff Liaison, Kelly Lolli will check with HCC for Ballroom availability and pricing.

2024 Annual Awards and Professional Honor Society

Staff Liaison, Kelly Lolli shared that the 2024 Annual Awards and Professional Honor Society judging process is now complete and thanked the Project Teams for their hard work. She shared that there were 57 applicants to Professional Honor Society, and that two awards categories did not receive any applicants or nominees – Rising Star and Ethics In Action. Reviewr was previously discussed as a new tool for the awards process but was tabled due to the CAAR Website project. Kelly will bring more details about the platform to the March committee meeting for the committee to discuss and decide on.

Thomas Jefferson Planning Commission District Regional Housing Summit

Staff Liaison, Kelly Lolli informed the committee that CAAR is sponsoring this event and will have a table. There is no need for committee involvement. Board Liaison, Anne Burroughs shared details about the event and its importance.

New Business for Future Meetings

The 100th Anniversary Project Team will continue to provide progress updates on the event.

The committee will review potential grant opportunities and decide if they would like to pursue any opportunities for 2025. Reviewr update with more information about the platform.

Board Update

Board Liaison, Anne Burroughs shared that the first Board Meeting is happening on Tuesday, February 25th. She also shared that the CAAR Foundation is going to have a special QR code you can use to make a donation, and each donation will enter you to win free CAAR membership dues for the year.

Staff Update

Staff Liaison, Kelly Lolli shared that she is very excited to work with the committee.

Adjourn

Chair Laura Fuddy adjourned the meeting at 10:30 a.m.

Respectfully submitted, Kelly Lolli, Staff Liaison