

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

**Attendance**

Present: Laura Futtly (Chair), Larry Saunders (Vice Chair), Anne Burroughs (Board Liaison), Marcella Johnson, Patricia Crabtree, Jessica Saadut, Sabrina Thompson.

Excused: Benjamin Lynch, Arleen Yobs, Karen Kehoe.

Staff: Kelly Lolli.

**Welcome and Call to Order**

Chair Laura Futtly called the meeting to order at 9:30 a.m. and Vice Chair, Larry Saunders reviewed the CAAR Antitrust Statement.

**Minutes**

The minutes from the February 21, 2025 meeting were approved as presented.

**Old Business**

Cville Newcomers Club Spring Luncheon

Staff Liaison, Kelly Lolli shared on attendee Karen Kehoe's behalf. Karen was not provided the opportunity to speak in accordance with the agreement in place with Cville Newcomers Club. We have a message out to Cville Newcomers Club to address this.

100<sup>th</sup> Anniversary Updates

Staff Liaison, Kelly Lolli shared several activities around CAAR's 100<sup>th</sup> Anniversary including:

- Charlottesville City and Albemarle County Proclamations
- Play trivia (linked online and in newsgroup) for a chance to win a \$100 gift card
- Donate to the CAAR Foundation for a chance to win free local dues for 2026
- Centennial BBQ Registration is now open
- Our 100<sup>th</sup> Anniversary logo is featured on the Habitat for Humanity volunteer t-shirts

**New Business**

2025 Blood Drives

Hillsdale Conference Center will provide the Ballroom on May 13<sup>th</sup> and July 29<sup>th</sup> from 10 a.m. – 4 p.m. free of charge for CAAR to host two blood drives for the American Red Cross. The committee will provide two volunteers per day to assist with check-in. All four volunteer positions were filled during the meeting.

Reviewr

Staff Liaison, Kelly Lolli shared information on how Reviewr will streamline the awards review and scoring process. Members will be able to create an account where they can nominate a member for an award and an automated workflow will alert the nominee of next steps to be considered as an official candidate. Members will be able to complete an application, edit, save, and print as needed anytime; and for Professional Honor Society, the points will automatically calculate. Once the deadline passes, assigned judges can go in and score submissions – the score sheet will automatically calculate, and the names will be blurred out to ensure bias does not play a role in scoring. The committee looks forward to implementing this new process.

Grant Opportunities

Chair, Laura Futtly talked about Community Engagement Grant dollars being used for branded content through The Daily Progress in 2024, and while that campaign was successful, a new idea was presented to consider running a print ad in Charlottesville Family Life & Home Magazine. A **MOTION** was made by Vice Chair, Larry Saunders, **SECONDED** by Marcella Johnson, and **UNANIMOUSLY** approved to apply for the \$2,500 Community Engagement Grant this year to invest in the Charlottesville Family Life & Home Annual Go-To Guide Book and Web (\$2,995) package.

**New Business for Future Meetings**

Reviewr Beta Testing call for volunteers

Grant Progress Update

Anniversary Events Updates

**Board Update**

Board Liaison, Anne Burroughs shared that the board has met once so far this year and are getting geared up for the year ahead. She noted that two motions have passed: a motion to add CVR forms as a subfolder on Transaction Desk, and a motion to submit legislation for Transparency in Appraisals in an effort to better inform consumers.

**Staff Update**

Staff Liaison, Kelly Lolli shared that staff has been very busy planning the March GMM and Award Ceremonies and are excited for everyone to attend and celebrate.

**Adjourn**

Chair Laura Fuddy adjourned the meeting at 10:04 a.m.

Respectfully submitted, Kelly Lolli, Staff Liaison