

MINUTES
Charlottesville Area Association of REALTORS®
Communications Committee
Friday, February 13, 2026
Hillsdale Conference Center/Zoom

Attendance

Present: Larry Saunders (Chair), Jessica Saadut (Vice Chair), Joy Collins, Pat Crabtree (remote), Martha McVey (remote), Trish Owens, Jessica Russo (Board Liaison) (remote), Sabrina Thompson, Arleen Yobs (remote). Excused: Jackie Callo.
Staff: Ali DiGuardo, Teresa Kirkhart.

Welcome and Call to Order

Chair Saunders called the meeting to order at 9:31 a.m. Vice Chair Saadut reviewed the CAAR Antitrust Statement. Introductions were made.

Minutes

The minutes from the November 7, 2025 meeting were approved as presented.

New Business

Volunteer Mandatory Training

Volunteers must complete the National Association of REALTORS® Fairhaven 2.0 training and the Virginia REALTORS® Harassment Prevention Training.

Volunteer Mandatory Documentation

Volunteers must review Appendix A and review and sign Appendix B.

OneDrive

Staff reviewed the contents of the OneDrive folder.

Last Year's Accomplishments

Staff reviewed the activities the Communications Committee did to support the Strategic Plan last year.

News Group Statistics

News Group, CAAR's weekly e-newsletter, had an open rate of 55.73% and an interactive rate of 55.75% for 2025. The average open rate for association email is between 35.6% - 36%; non-profits and membership organizations show higher ranges of 42.3% - 53%.

CAAR Social Media

CAAR has three member social media channels – Facebook group, LinkedIn group, and YouTube. The Charlottesville Young Professionals Network (YPN) has two member social media channels – Facebook group and Instagram. CAAR has four public social media channels – Facebook page, LinkedIn page, Twitter handle, and Instagram. The Hillsdale Conference Center has a Facebook page.

Market Reports

Virginia REALTORS® provides both monthly and quarterly market reports to the membership. Each report has a corresponding infographic that is available for the membership to share. Current and past reports and infographics can be found on the CAAR website. President Amanda Spigone and President Elect Kevin Wilberger participated in seven media interviews, covering the Q4-25 market report. Past interviews are available on the CAAR website. Board Liaison Russo recommended sharing past interviews on social media channels.

ReviewR – Annual Awards & Professional Honor Society

Staff reviewed the number of submissions received for the award programs. The corresponding Project Teams met earlier in the week to score the submissions. Staff received feedback on how to improve experience for both the users and judges for next year.

Community Activities

The American Red Cross is requiring we have a pledge of 30 possible donors before we can schedule a blood drive. The committee would like to see how many people in their office(s) would be interested in being a donor. Members will share responses and determine if next steps should be taken to secure a blood drive at their April

meeting.

CAAR will participate in the Habitat for Humanity of Greater Charlottesville Women's Build on Thurs., Apr. 2nd. We are looking for 10 volunteers for both the A.M. (8:45 a.m. – Noon) and the P.M. (12:45 – 3:30 p.m.) shifts.

Board Update

Board Liaison Russo shared the Board is working on restructuring the organization and applying for an IRS 501c6 application.

Staff Update

None at this time.

Adjourn

Chair Saunders went over the list of important dates and reminders. Chair Saunders adjourned the meeting at 10:36 a.m.

Respectfully submitted, Ali DiGuardo Staff Liaison