

MINUTES
Charlottesville Area Association of REALTORS®
Communications Committee
Friday, April 17, 2026
Hillsdale Conference Center/Zoom

Attendance

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

Welcome and Call to Order

Chair Saunders called the meeting to order at 9:30 a.m. Vice Chair Saadut reviewed the CAAR Antitrust Statement.

Minutes

The minutes from the February 13, 2026 meeting were approved as presented.

Old Business

Reviewr – Awards Management System

Staff will convene with the representative to assess potential enhancements to user, judge, and staff experiences, as well as to review and refine processes and procedures for the 2026 award season. Staff shared the final count of submissions per award category for 2025. The committee requested frequent notifications of how many submissions are received per award category as the deadline nears. Staff reviewed the list of methods the award programs are communicated and promoted to the membership.

Awards

The committee would like to proceed with hosting two learning sessions to help members position themselves for award achievement – June and September.

A MOTION was **MADE, SECONDED**, and **APPROVED** to adapt the CAAR Professional Honor Society program to allow Appraisers the opportunity to apply.

If the Board approves the motion, staff will work with an appraiser to evaluate proposed changes to the Professional Honor Society criteria, including the designation of points for each activity. The appraiser will be invited to a future meeting to provide additional context and justification for the recommended point allocations.

March General Membership Meeting Speaker

The committee shared their feedback on the March General Membership Meeting (GMM) motivational speaker. The committee will be responsible for selecting the motivational speaker for the March GMM 2027. The committee should use the approved criteria to recruit potential speakers. The decision will be made during the September meeting.

Community Activities

The committee will not pursue an American Red Cross blood drive for 2026.

Habitat for Humanity of Greater Charlottesville Build Days

Members who participated said it was a great experience. Posts were made on CAAR social media channels.

Outing Food Pantry Volunteer Days

Staff reviewed the list of potential food pantry volunteer days. Members volunteered to be team leaders as well as to be registered for a shift(s).

New Business

National Association of REALTORS® Grant Opportunities

The committee would like to consider applying for a Placemaking Grant for the Hillsdale Pocket Park for 2027. Staff will inquire about a presentation from the County of Albemarle Parks & Recreation Department for a future meeting.

Virginia REALTORS® Community Engagement Grant

Staff requested the committee to review the information about past grant proposals and projects. Additional details will be discussed at the next meeting to help determine how the 2026 grant funds should be allocated, as well as how to best utilize the remaining public advertising budget.

Board Update

None at this time.

Staff Update

Staff will be preparing for the Q1-26 market report release.

Adjourn

Chair Saunders went over the list of important dates and reminders. Chair Saunders adjourned the meeting at 10:35 a.m.

Respectfully submitted, Ali DiGuardo Staff Liaison