

MINUTES
Charlottesville Area
Association of REALTORS®
RPAC Committee
August 13, 2026 | 10 AM.

Attendance

Present: Denise Ramey (Chair), Jay Kalagher (Vice Chair), Tiffany Vann (Liaison), Alex Rayfield, Aaron Howell (Board Liaison)

Welcome and Call to Order

Chair Denise Ramey opened meeting at 9 a.m., March Minutes were not reviewed or approved

Old Business

None

Discussion: Overview of Upcoming 2027 RPAC Pledge Event

Chair Ramey provided an overview of the upcoming RPAC 2027 RPAC Pledge event being held on Oct. 14 at Farmington Country Club from 4:30-6:30 PM. This event can host up to 40 guests.

Purpose of event

This event is designed to encourage the recommitment of existing RPAC Major Investors while also securing new RPAC investors for the 2027 calendar year. As part of CAAR's proactive fundraising strategy, the program aims to build early momentum toward achieving and exceeding the Association's 2027 RPAC goals.

Outreach Strategy

Personal calls will be made by committee to vet and secure committed M.I. investors to attend. Additionally, calls will be made to top producers and affiliates targeted to become new major investors.

- Tiffany to create an active spreadsheet to share with committee to track calls and responses. *Completed*
- Online invitations to be sent once calls are completed
- Dinner option menu selection will be sent as a survey
- Tiffany will apply for an RPAC Grant – *Completed*

Guest Experience

- Exclusive entrance to venue for dinner event
- Cocktail hour
- Plated dinner in the Farmington Jefferson Room
- Guest speakers secured – Maura Pratt and Mary Lawson, Jay Mitchel is being invited by Denise

- Auction style pledge cards so investors can raise and display their intended contribution during event after guest speakers are done
- Incentive to contribute prize
- General door prizes
- Attire: Business attire

New Business

Denise outlined another RPAC initiative to gain ground with top producers who are not involved in RPAC to date. Jay and Denise will host these dinners to present the importance of RPAC to these agents industry and give more insight to the need for them to step up as investors.

- These will be small batch dinners of 4-7 top producers over 3 dates in Oct.
- Tiffany to request an additional RPAC Grant – *Complete and approved*

Adjournment

There being no further business, the meeting was adjourned by Chair Denise Ramey at 11:00 a.m.

Next Meeting

Follow up on how calls are progressing 9.8.26

Respectfully submitted,

Tiffany Vann

Staff Liaison

Addendum to Minutes – Outreach Strategy Update

Denise requested development of an online invitation and then follow up with phone calls afterwards. Tiffany will create an invitation and send out to those on the call list mid-August.