

# Minutes

CAAR Board of Directors  
Thursday, July 26, 2018  
REALTOR® Resource Center

**Roll Call Present:** Arleen Yobs (President), Tele Jenifer (President-Elect), Tom Woolfolk (Treasurer), Anthony McGhee (Past-President), Rives Bailey, Quinton Beckham, Rachel Burns, Tim Carson, Pam Dent, Peg Gilliland, Kathy Markwood, and Donna Patton. **Excused:** S. Lisa Herndon and Matthew Woodson. **Staff:** Anne Gardner, Ali DiGuardo, and Abby Tammen.

**Welcome and Call to Order** – President Yobs called the meeting to order at 9:01 a.m.

**Approval of Consent Agenda** - A **MOTION** was **MADE, SECONDED** and **APPROVED** to adopt the Consent Agenda, which included the April minutes, and the new members listed below.

**New Members** – David Alley, Roy Wheeler Realty, Ednam; Elizabeth Du Bose, Sally Du Bose RE Partners; Robert Hauser, Roy Wheeler Realty, Downtown; Geoffrey Hoover, Keller Williams Alliance; Walter Key, Long & Foster - Old Ivy; Logan Klalo, Roy Wheeler Realty, Ednam; Michael Marinos, Pace Real Estate Assocs; Paula Stevenson, Gayle Harvey Real Estate; Jerry White, Monticello Country Real Estate; Robert Ayres, RE/MAX Realty Specialists-Crozet; Anders Beaurline, Jamie White Real Estate Lisa Belcher, Keller Williams Alliance; MaryJane Check, Roy Wheeler Realty, Downtown; Michael Debitter, Frank Hardy Sotheby's; Donovan Esdaile, KellerWilliams Alliance; Jessica Goins, Keller Williams Alliance; Denise Johnson, Keller Williams Alliance; Melissa Morris, 1st Dominion Realty, Inc. Julie Neefe, Real Estate III – North; Brigitte Oberholzer, Keller Williams Alliance; Melissa Rosario, Akarion Realty; Bethanny Shaffer, Nest Realty Group Alice Wallwork, RE/MAX Action Real Estate; Sherri White, Long & Foster - Lake Monticello

**Treasurer's Report** – Treasurer Woolfolk presented the April & May financials for review. A **MOTION** was **MADE, SECONDED**, and **APPROVED** to accept the Treasurer's Report with the April & May 2018 financials as presented.

**President's Report** – President Yobs thanked the Board for their involvement in the Strategic Planning process this summer and presented the proposed draft of the 2018 – 2020 Strategic Initiatives & Priorities, Value Proposition, and Success Indicators. A **MOTION** was **MADE, SECONDED**, and **APPROVED** to unanimously accept the 2018 – 2020 Strategic Priorities & Initiatives as amended throughout the June planning session and presented today. President Yobs noted that Staff had recently met with the Bright MLS team to review the proposed MLS transition plan. The Bright MLS team was proposing a February 2019 launch date. As a result, we have asked to delay implementation until September 2019. Staff will prepare the One Voice communication to be sent to the members with the launch update news and other pertinent Board activities summary during the week of July 30<sup>th</sup>. Staff will work with Paragon and third-party MLS vendors to extend contracts as necessary to coincide with the new launch timeline. Additionally, Staff will reach out to Greater Augusta Association of REALTORS® and the Harrisonburg Rockingham Association of REALTORS® with the new proposed launch date. President Yobs thanked the Board for their patience and commitment to the transition. President Yobs concluded her report with a review of media coverage of the 2<sup>nd</sup> Quarter Market Report.

## **New Business and Reports** –

Charlottesville Area Alliance – Pam Dent reported that she recently participated in a full Partners Meeting as well as a New Member Orientation hosted by the Alliance. The CAA continues to strive for becoming the best “age friendly community in the country.”

Commercial Council – We have 91 subscribers. There was no Council meeting in June or July.

Communications – Tele Jenifer requested that each of the Board members register to attend the Albemarle Housing Improvement Program House Party to be hosted on Fri., Sept. 28<sup>th</sup>. CAAR is a \$5,000 Supporter sponsor of this important event. Please consider making AHIP the preferred organization to

receive donations when making purchases at Kroger grocery store and on AmazonSmile.com. The Good Neighbor Award received great feedback after the 1<sup>st</sup> GNA award reveal video featured at the June GMM. Deadline for the 2<sup>nd</sup> 2018 GNA is Wed., Oct. 31<sup>st</sup>. The Thurs., June 21<sup>st</sup> Nelson County Volunteer Day was well received and attended. The Greene County Volunteer Day will be an event held at the Feeding Greene Food Pantry on Tues., Oct. 16<sup>th</sup>. Virginia REALTORS® recently announced the 2018 award recipients. CAAR members, Carole Clarke is a Hall of Fame recipient and Greg Slater is the Virginia Housing Development Authority Service to Virginia Award recipient. All award winners will be recognized at the ACCELERATE 2018: VR Annual Convention on Wed., Sept. 26<sup>th</sup>.

Emerging Technology – No report.

MLS – Anthony McGhee noted that the Group was discussing several topics related to new construction as well as current policies related to unrepresented buyers or sellers as it relates to transaction credit for the side represented by a CAAR MLS subscriber. The Group is working to add a “Base Price” field for residential new construction.

Operations – Quinton note that there are many Project Teams meeting throughout the summer to continue the work of the larger Group. Investment funds will be fully moved to Davenport & Co by the end of the week of July 30<sup>th</sup>.

Professional Development – Donna Patton noted that all Board members have been pre-registered to attend the Thurs., Sept. 6<sup>th</sup> Development Summit & Expo. The event will take place from 3 – 6 p.m., not the usual morning Big Stage Event time slot. Check out more details on [www.caar.com/EmpoweringYouToday](http://www.caar.com/EmpoweringYouToday). Mrs. Patton reminded everyone to check the location of all CAAR events and most of our education and larger meetings will be held outside of the building due to the anticipated September construction date. Fees for classes have NOT increased despite that we will be renting meeting space. The NAR Biennial Ethics Cycle 5 ends on Dec. 31<sup>st</sup>. CAAR is communicating with all members who do not show a 2017 or 2018 Code of Ethics completion date in our member database. CAAR will be hosting 4 Code of Ethics courses this fall to assist members in obtaining their NAR member requirement as well as license renewal credit.

Public Affairs – Pam Dent reported that we will be hosting the RPAC Wine & Design event on Wed., Aug. 15<sup>th</sup> at CAAR. The Property Rights Luncheon will be held on Thurs., Aug. 2<sup>nd</sup> from 11:30 – 1 p.m. at CAAR. Board members are encouraged to attend both events.

YPN – Tom Woolfolk reported CAAR YPN is hosting Blue Ridge Chapter of Women’s Council of REALTORS® and Fredericksburg YPN during the Wet N Wild Challenge. The event will be an RPAC fundraiser held in Darden Towe Park Thurs. Aug. 29<sup>th</sup>. Once the REALTOR® Tour date has been selected by Blue Ridge Home Builders Association, YPN will begin promoting a REALTOR® Hop on Tour. YPN recently hosted a successful Unofficial Coffee Hour to further encourage networking.

**CEO Report** – Mrs. Gardner noted that the corrections and fixes necessary as a result of the June 2<sup>nd</sup> pipe bursting have been addressed with the exception of the bathrooms which will be finished in August. The Hillsdale Conference Center Request for Proposal will be released soon. Mrs. Gardner has been in discussion with a real estate focused-attorney to retain as counsel for specific industry issues as needed. We will continue to retain Lenhart Pettit for all other legal matters. Mrs. Gardner will be seeking assistance from a local CPA firm to serve as a resource as we work on the financial analysis of the building renovation project. Mrs. Gardner informed the Board that the Pat Jensen Leadership Academy will be working on their summer Capstone projects to present to the Board in December for consideration and that SUPRA is out of lockbox inventory.

President Yobs reviewed important meeting dates. The Board’s next meeting was originally scheduled for Thurs., Aug. 23<sup>rd</sup> will instead be an online vote during the month.

**Adjourn** – President Yobs adjourned the meeting at 10:07 a.m.

Respectfully Submitted, Anne Gardner, Secretary to the Board