

Charlottesville Area Association of REALTORS®
Communications Master Group
Friday, October 13, 2023
Hybrid Meeting Minutes

Members in Attendance: Carol Carder (Chair), Ashley Palmer (Vice-Chair), Laurie Falk, Laura Futtly (remote), Gil Gallardo (remote), Joy Collins, Sabrina Thompson.

Staff Present: Alexandra DiGuardo.

Excused: Karen Kehoe.

Unexcused: Keith Davis, Woody Fincham.

Call to Order – Chair Carder called the meeting to order at 9:30 a.m. The Antitrust Statement was acknowledged.

Approval of Minutes from June Meeting and September Meeting – Minutes were accepted as submitted.

Old Business – Habitat for Humanity of Greater Charlottesville Build Day – Chair Carder will be calling various leadership to participate in the last build day of the year on Thurs., Nov. 9th. A videographer will be on-site to take video footage and pictures for a “REALTOR® in the Community” commercial. It was requested that if there are any volunteer spots remaining, they be offered to the Communication group members. Staff will be asking the membership to send either video footage or pictures of members volunteering in the community to include in the commercial. Staff will apply for a Virginia REALTORS® \$2,500 Community Engagement Grant for this project. The Effectv streaming campaign, which includes the “Value of a REALTOR®” and “Fair Housing” commercials, has started and will run through March 2024. The “REALTOR® in the Community” commercial will be included in this campaign when it is available.

Blue Ridge Area Food Bank – Shop to Stop Hunger Event Results – As a result of the fundraising efforts from the five local celebrities (including MLS Chair Anne Oliver, who was the CAAR representative), event sponsors, and a matching donation, 74,000 meals will go to our neighbors in need. The group discussed the amount of support from the membership for this event. They advised that the fundraising duration for this event be longer than just a week. In addition, the group felt CAAR would better serve the Food Bank by conducting a regular CAAR fundraiser, like they did in 2022, 2021, and 2020. They would like to plan one for 2024.

Reviewr Project Team Update – The award forms have been created in the platform. The project team reviewed the test site with the Reviewr representative earlier in the week – based on feedback, several updates will need to be made. Overall, the project team was impressed with what they saw. The project team will receive the test site and be able to do test nominations and applications soon. They hope to roll the platform out by the end of October.

Website Redesign Project Team Update – Staff has received five website design proposals (out of eight sent) and is currently entering information into an apples-to-apples table comparison. Staff will send the table comparison and the proposals for the project team to review and make a recommendation to interview two – three candidates. The final recommendation will come to the Communication Group during their November meeting for consideration and potential approval.

Game Day T-Shirt Project for Albemarle High School – While the group did show interest in investing at first, it was determined that none of the money would go back to the high school. Based on this finding, the group did not move forward.

Albemarle Housing Improvement Program (AHIP) – Chair Carder shared information on the discussion with Kyle Ramey, Development Manager. The group discussed how CAAR has not supported AHIP this year - perhaps because the AHIP staff has changed, their volunteer opportunities have been limited (little to no build days), and their fundraising ideas have not fit well with CAAR (e.g., Kendra Scott). The group requested to hear at least an update (10 minutes) from AHIP, Habitat for Humanity of Greater Charlottesville, and possibly Building Goodness at a future General Membership Meeting.

New Business – The group began to discuss if the Charlottesville Newcomers Club website should be added to the CAAR website, under the “Community Information” tab on the public-side. Feedback included: the group would rather consider a sponsorship vs. adding them to the website – their organization is considering sponsorships and should have more to share in December; be mindful of our affiliates and the attention they are receiving on the website; be sure we are fair to all organization that can be seen as a community resource – especially non-profit organizations – if we add one then expect more to ask to be added; many members were wary to add their website to ours as the information on their website is not updated – still showing September activities. Additional feedback will be collected through a SurveyMonkey questionnaire.

Habitat for Humanity Rake-o-thon Sponsorship – A **MOTION** was **MADE, SECONDED**, and **UNANIMOUSLY APPROVED** for CAAR to invest in a \$2,000 Community Builder Sponsorship. This money is available in the Communications – Public Advertising (which includes sponsorships). Habitat is seeking volunteers for the event on Sat., Nov. 18th from 9 a.m. – 1 p.m. Feedback on if we should participate in the volunteer component in any way will be collected through a SurveyMonkey questionnaire.

Chair Carder adjourned the meeting at 10:35 a.m.

Respectfully submitted,
Alexandra DiGuardo, Staff Liaison