

**Charlottesville Area Association of REALTORS®
Communications Master Group
Friday, November 10, 2023
Hybrid Meeting Minutes**

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

Board Liaison: Woody Fincham.

Staff: Alexandra DiGuardo.

Excused: Joy Collins, Keith Davis, Karen Kehoe.

Guest: Anne Burroughs (Chair of the Website Redesign Project Team)

Call to Order – Chair Carder called the meeting to order at 9:31 a.m. The Antitrust Statement was acknowledged.

Approval of Minutes from October Meeting – Minutes were accepted as submitted.

Old Business – Habitat for Humanity of Greater Charlottesville Build Day – Nine volunteers participated in the last build day on Thurs., Nov. 9th. A videographer was on-site to take video footage and pictures for a “REALTOR® in the Community” commercial. Staff announced that CAAR received a Virginia REALTORS® \$2,500 Community Engagement Grant for this project.

Reviewr Project Team Update – This project has been delayed due to the Website Redesign Project Team and its strict schedule of action items and approval by various groups. The work will continue again next week with staff and the Project Team.

Charlottesville Newcomers Club Update – Based on the survey answers and feedback from the last group meeting, most of the group does not want to add the Charlottesville Newcomers Club website to the CAAR.com website.

Habitat for Humanity of Greater Charlottesville Rake-o-thon Volunteer Component Update – Based on the survey answers and feedback from the last group meeting, most of the group does not want to execute a volunteer component with the rake-o-thon event.

New Business – Website Redesign Project Team Update – Chair Anne Burroughs reviewed various resources (i.e., request for proposal, apples-to-apples comparison, IVIO proposal, meeting minutes) in detail to ensure the group understood the project, the process to evaluate the vendors, and how the decision was made to recommend one vendor for the website redesign.

A **MOTION** was **MADE, SECONDED, and UNANIMOUSLY APPROVED** to recommend IVIO to be the selected website vendor for the redesign of CAAR.com.

The IVIO proposal indicates the website redesign project would cost \$48,000. Please refer to the IVIO proposal for additional details. This recommendation will now be considered by the Operations Master Group during their Mon., Nov. 20th meeting.

Staff Update – Staff provided various reminders and updates – including a reminder on the call for 2024 volunteers, the ability to adopt a Young Professionals Network (YPN) Salvation Army angel (approximately 12 angels left to be adopted), and the opportunity to sign up for a Salvation Army bell ringing shift on Sat. Dec. 9th. Staff also encouraged the group to register for the CAAR 2024 Installation of Officers & Directors on Thurs., Dec. 7th.

Chair Carder adjourned the meeting at 10:20 a.m.

Respectfully submitted,
Alexandra DiGuardo, Staff Liaison