

Charlottesville Area Association of REALTORS®
Communications Master Group
Friday, September 8, 2023
Hybrid Meeting Minutes

Members in Attendance: Ashley Palmer (Vice-Chair), Laurie Falk, Gil Gallardo.

Board Liaison: Keith Davis.

Staff Present: Alexandra DiGuardo.

Excused: Carol Carder (Chair), Joy Collins, Woody Fincham, Sabrina Thompson.

Unexcused: Laura Fuddy, Karen Kehoe.

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

Approval of Minutes from June Meeting – Did not have a quorum.

Old Business – Habitat for Humanity of Greater Charlottesville Build Day – We had a full shift for the Wed., June 14th build day. Pictures were shared on the CAAR social media channels. Currently, there are no sign-ups for the Thurs., Nov. 9th build day. Based on the Q3 Leadership Check-in Meeting, staff has an idea to promote the “REALTOR® in the Community” using the last build day and various leaders.

New Business – Building Goodness Foundation – Staff shared that Chair Carder had a conversation with Kathy Garstang, Local Projects & Operations Director. The initial conversation was to discuss the possibility of CAAR participating in build days with their organization in 2024. By the end of the conversation, it was shared that the organization would like to have a partnership with CAAR, beyond just the build days. Staff shared that CEO Abby Tammen was also approached by the organization. Before any partnership is established with CAAR, it must go through leadership for discussion and approval. At this time, CEO Tammen will take the lead with this organization and work directly with our leadership team.

Albemarle Housing Improvement Program (AHIP) - Staff shared that Chair Carder had a conversation with Kyle Ramey, Development Manager. The conversation was focused on fundraising ideas. As a reminder, the group had declined the offer to support a Kendra Scott fundraising campaign earlier in the year. Based on the essential needs of the public, such as food and shelter, they recommended a fundraising campaign tied to a grocery store instead.

Game Day T-Shirt Project for Albemarle High School – Staff reviewed the request for CAAR to invest in a section of the spring game day t-shirt for Albemarle High School. The group was interested in moving forward if it was confirmed the money goes back to the high school. If it is confirmed, CAAR will invest in a 5x4 section (\$650). Board Liaison Davis will reach out to Lisa Bendall, Athletic Director of Albemarle High School.

Local “REALTOR® in the Community” Video & Interviews Idea – As mentioned earlier, staff shared an idea because of feedback received during the Q3 Leadership Check-in Meeting. Utilizing a Virginia REALTORS® \$2,500 Community Engagement Grant, staff can create a video sharing various ways REALTORS® are involved and support the community. A videographer would be on-site during the last build day, where footage and brief interviews with leadership would be conducted. Various snippets would be used for the commercial as well as social media posts throughout the year. Some group members expressed concern sharing this message with the public when sometimes we don’t always have enough volunteers for the build days. Group members requested that half of the volunteers for the build day be leadership and the other half be dedicated volunteers who have already shown commitment to build days. It was also requested by the group that staff ask the membership to send any pictures or footage taken this year to support the community. Based on permission, they could be incorporated into the video.

Six-Month Campaign – Allocating \$15,000 from Advertising Budget – Staff shared the feedback received from leadership and various members on the need to broaden CAAR's advertising. Based on this feedback, the group reviewed the Effectv (Comcast) media kit. Staff also recommended investing in streaming advertising with SXM and Spotify. The group would like to move forward as this type of advertisement has not been tried before. The group also expressed interest in billboard advertising, which has been offered in advertising methods but never selected by the group in the past two years.

Reviewr Project Team Update – The contract has been signed. Staff to complete profile (e.g., upload forms, templates, etc.) in the coming weeks.

Website Redesign Project Team Update – The request for proposal will be sent the week of Sept. 11th to five – eight vendors. Staff reviewed the timeline and the various groups that will be included in the consideration and approval process.

Blue Ridge Area Food Bank – Shop to Stop Hunger – Anne Oliver will be the CAAR representative at this event on October 10th. More information to support Anne will be shared as it becomes available.

Vice-Chair Palmer adjourned the meeting at 10:44 a.m.

Respectfully submitted,
Alexandra DiGuardo, Staff Liaison