

**Charlottesville Area Association of REALTORS®
Diversity, Equity & Inclusion Council
Wed., January 19, 2022, 10 – 11 a.m.
Zoom Videoconference Minutes**

Members in Attendance: Roxanne Carter-Johnston (Chair), Ben Reeves (Vice-Chair), S. Lisa Herndon (Board Liaison), Shannon Thomas, Tom Woolfolk

Excused: Janice O'Hara

Staff: Ali DiGuardo

Call to Order: Chair Carter-Johnston called the meeting to order at 10:04 a.m.

Approval of Minutes from December Meetings – The minutes were approved as submitted. Staff is currently waiting on membership prices from the National Association of Real Estate Brokers (NAREB) Realtist Chapter of Richmond (RCR).

Old Business – The Council received positive member feedback from the Dec. 13th Broker Panel. A few members felt some of the brokers' answers were too scripted. This may have been tributed to them not feeling completely comfortable.

Staff provided an update on the DE&I Resources webpage traffic. From Oct. 20th (when the webpage was published) – Dec. 31st, we had 30 visitors who spent approximately six-minutes on the page. As of Jan. 19th, we had 38 visitors who spent approximately five-minutes on the page.

New Business – Staff reviewed a draft "DEI Council - Getting the Word Out" campaign, where staff would use CAAR's complementary communication methods, including email, social media, News Group, SSO Dashboard, and GMMs. The campaign's objectives include: 1. Introduce the DEI Council (as a whole and individually) to the membership; 2. Communicate DEI Council's mission, vision, and value propositions; 3. Encourage members to attend DEI events. The Council requested staff to utilize text messages more in all Association efforts. After discussion of the draft campaign, the Council agreed they wanted to pursue professional videos as part of the campaign. Staff will request an estimate for six two-minute videos from Coogan Videography. Staff will also determine the budget for DEI Council and associated efforts.

Staff reviewed the grants available for associated DEI efforts. The National Association of REALTORS® (NAR) is updating the 2022 criteria for the Diversity & Inclusion Grant. Staff will complete the grant proposals as needed.

While the Council is not open for volunteer recruitment for 2022, the Council recommended members who are interested in DEI become ambassadors.

The Council began to review the list of 2022-2024 DEI education and event ideas. The Council expressed their wish to participate in job fairs and careers days. Based on this request, various Council members will do further research. Board Liaison Herndon will reach out to high schools; Mr. Reeves will reach out to colleges and universities; and Mrs. Thomas will reach out to general organizations.

The Council discussed the opportunity to create two scholarships for first-time agents: 1. Open to anyone, 2. Focus on minority. The Council also discussed developing ways for existing members to obtain DEI training, and perhaps offer an incentive such as credit towards lockbox or MLS fees.

Future Meetings

The next meeting is Wed., Feb. 16th, 10 – 11 a.m.

Adjourn

The meeting adjourned at 11:10 a.m.

Respectfully submitted, Ali DiGuardo, Staff Liaison