

**Charlottesville Area Association of REALTORS®
Diversity, Equity & Inclusion Council
Thurs., May 18, 2022, 10 – 11 a.m.
Zoom Videoconference Minutes**

Members in Attendance: Ben Reeves (Vice-Chair), S. Lisa Herndon (Board Liaison), Janice O’Hara, Shannon Thomas, Tom Woolfolk.

Excused: Roxanne Carter-Johnston (Chair).

Staff: Ali DiGuardo.

Call to Order: Vice-Chair Reeves called the meeting to order at 10:04 a.m. The Antitrust Statement was acknowledged.

Approval of Minutes from March 10th and March 24th Meetings – The minutes were approved as submitted.

Old Business – Staff provided a web traffic update on the “DEI Resources” webpage. From October 2021 – May 2022, we have had 90 people visit. They are spending an average of 3:52 minutes on the site.

Staff shared that the sponsorship agreements have been signed between CAAR and the National Association of Real Estate Brokers Realtist Chapter of Richmond and the Women’s Council of REALTORS® Blue Ridge. Staff shared the Communications Master Group is interested in doing a similar sponsorship agreement with The Center. Board Liaison Herndon advised the Council to request DEI mission, vision, and value propositions from current and future organizations or partners to ensure both parties’ goals align. Board Herndon will reach out to NAREB RCR for their DEI mission, vision, and value propositions. Janice will reach out to the state Women’s Council of REALTORS® for their DEI mission, vision, and value propositions.

Staff provided an update on the budget. The Council commented the Fair Housing posters should be considered as an Advertising Publicity Expense.

New Business – Staff provided an update on the outreach campaign. The Council discussed potential DEI speakers for the remainder of the year. As requested by the Council, Shannon will reach out to Jordy Yager, and Vice-Chair Reeves will reach out to Christopher Ali, PhD.

Staff mentioned Live Another Day reached out to CAAR and requested a few of their resources be added to the “DEI Resources” webpage. Staff will send a follow up email with additional information for the Council to consider.

Board Herndon mentioned the DEI Council may be asked for feedback on future member products and services.

Future Meetings

The next meeting is Wed., June 15th, 10 – 11 a.m.

Adjourn

The meeting adjourned at 11:05 a.m.

Respectfully submitted, Ali DiGuardo, Staff Liaison