

**Charlottesville Area Association of REALTORS®
Diversity, Equity & Inclusion Council
Thurs., August 17, 2022, 10 – 11 a.m.
Zoom Videoconference Minutes**

Members in Attendance: Roxanne Carter-Johnston (Chair), Ben Reeves (Vice-Chair), S. Lisa Herndon (Board Liaison), Janice O’Hara.

Staff: Ali DiGuardo.

Excused: Shannon Thomas, Tom Woolfolk.

Call to Order: Chair Carter-Johnston called the meeting to order at 10:14 a.m. The Antitrust Statement was acknowledged.

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

Old Business – Staff provided an update on the budget.

Chair Carter-Johnston and Vice-Chair Reeves requested a meeting with President Pam Dent to further discuss President Dent’s original request of possibly increasing the number of members in the Council. A reminder was made to think about possible prerequisites for future Council members, such as National Association of REALTORS® (NAR) Fairhaven training, NAR At Home With Diversity (AHWD) certification, etc. Board Liaison Herndon commented on her desire to change the operation of the Council to a Master Group next year.

Chair Carter-Johnston requested a separate Council meeting to discuss the 2023 budget. The discussion will include possible grants to be achieved and exploring the idea of both internal and external marketing campaigns.

No updates on obtaining a copy of the DEI mission, vision, and value propositions from the National Association of Real Estate Brokers Realist Chapter of Richmond or the State Women’s Council of REALTORS®.

Staff provided a web traffic update on the “DEI Resources” webpage. From October 2021 – August 2022, we have had 192 people visit. They are spending an average of 3:10 minutes on the site. The Council requested “The Bankers” to be added to the “DEI Resources” webpage. The Council requested the “DEI Resources” webpage to be available on the www.caar.com menu. The information available is valuable to both the public as well as the REALTOR® community. A DEI awareness email was sent on July 20th – it resulted in a 53% open rate.

New Business – The Council requested to move forward with the planning of the Wed., Oct. 12th, Noon – 1:30 p.m. “Raised/Razed” Documentary Watch Party & Lunch Discussion at the Hillsdale Conference Center. Staff requested assistance with the planning and marketing of the event. Board Liaison Herndon requested staff to list out expected responsibilities for volunteers to help with the success of any DEI event.

The Council would like CAAR education and events to be accessible to any REALTOR® member, regardless of which REALTOR® association they are associated. Staff commented education classes and certifications/designations classes offer a non-member rate to participate. Staff will consult with the Education Director on how and if these offerings are communicated to other REALTOR® associations. Staff commented the DEI events have been

open to various organizations based on the Council feedback. If an organization reaches out to participate in a DEI event, staff accommodates as best as possible.

Board Liaison Herndon provided a recap on a discussion between CAAR CEO Abby Tammen, President Dent, and herself with the leadership of the newly formed Central Virginia Hispanic Association of Real Estate Professionals. This new organization requested CAAR to invest in a sponsorship for their September event. After much discussion, the Council would like to offer the organization a discounted half-day rate for the Hillsdale Conference Center - Ballroom. The Council looks forward to getting to know this new organization better and developing a future partnership. This decision will be shared with the organization by Board Liaison Herndon.

To be fair to all organizations, the Council requested discussing a process to evaluate future sponsorship requests in their September meeting.

Staff continues to explore a sponsorship trade agreement with The Center. A draft agreement will be shared with the Council when it becomes available.

Staffed commented on the SafeCville: Safe Space Training program is on hold. An interest request form was completed by staff.

Vice-Chair Reeves will explore other LGBTQ+ communities for potential partnerships.

Future Meetings

The next meeting is Wed., Sept. 14th, 10 – 11 a.m. Chair Cater-Johnston requested the November and December meeting dates be evaluated in the September meeting. Discussion will include making them an in-person format as well as adding a possible social.

Adjourn

The meeting adjourned at 11:48 a.m.

Respectfully submitted, Ali DiGuardo, Staff Liaison