

**Charlottesville Area Association of REALTORS®**  
**Diversity, Equity, & Inclusion (DEI) Group**  
**Wed., Sept. 20, 2023**  
**10 – 11 a.m.**  
**Hybrid Meeting Minutes**

**Members in Attendance:** Shannon Thomas (Chair), Roxanne Carter-Johnston (remote), Maggie Gunnels Fornecker (remote), Julie Holbrook (remote), Noah Kopp, Ben Reeves (remote), Tara Savage, David Sloan, Virgil Velasco, Tammy Wilt (remote).

**Excused:** Rives Bailey, Ricardo Duran, Janice O'Hara, Donna Patton, Petrina Tyree, Kat Whindleton.

**Unexcused:** Anna Antigua (Vice-Chair), Peter McFarren.

**Staff:** Ali DiGuardo.

**Call to Order:** Chair Thomas called the meeting to order at 10:01 a.m. The Antitrust Statement was acknowledged.

**Approval of August Minutes** – Did not have a quorum.

**Budget** – Staff reviewed the operating budget (revenue, expenses, and remaining balance). Based on the support for the motion from those in attendance, Chair Thomas requested the Alliance Certified Ally Course motion (from CAAR President S. Lisa Herndon) be sent via email. Reeves will inquire about Alliance Certified Ally Course dates for 2024.

**Old Business** – Membership Updates – The designated members with national memberships provided recaps on past and upcoming events.

Current Schedule of Events - The group and staff discussed the list of upcoming events. Members are encouraged to share the DEI events PDF and graphics with their colleagues and peers. A Broker call campaign will be executed in late September by the following volunteers: Maggie Gunnels Fornecker, Tara Savage, David Sloan, and Virgil Velasco.

Non-CAAR Events – Unfortunately, CAAR was not provided with a booth at the Cville Pride Festival, despite acting quickly in submitting two interest forms (initial and reconfirmation of interest). The designated volunteers that were going to be at the CAAR booth (if we had one) still attended the event and wore their REALTOR® Pride t-shirts. They shared that the event was well attended and the REALTOR® Pride t-shirts were noticed by many patrons – CAAR members and members of the public. They also observed that the festival could have accommodated additional booths and benefited from food vendors. Pictures from our group members will be shared on CAAR social media channels.

Considering the positive feedback by wearing the REALTOR® Pride t-shirt, the group would like to purchase one for each member of the group. In addition, they would like to purchase additional sizes to give-a-way during CAAR events. Staff will calculate how much this action would cost. If over a certain amount, it will be a motion sent via email.

No follow-up communication was received by staff for the Virginia Pride Festival.

Pride Pins – If you haven't already collected your pin, please see Ali DiGuardo.

**New Business** – Review Updated National Association of REALTORS® M1 REALTOR® Demographics - The group reviewed the NAR M1 REALTOR® demographics for NAR, Virginia REALTORS®, and CAAR. The group requested if staff could see a percentage change from the first time the DEI Project Team collected it.

Ben Reeves commented how LGBTQ+ data is missing from the M1 demographics. Staff will share this feedback with NAR and ask if they can provide a way to pull the data per year.

The group recommend that these statistics need be shared with Brokers at the next Broker Forum and Broker Council Meeting. They also recommended that the *REALTOR® Magazine* article, “Make DEI a Reality in Your Brokerage Right Now” be shared at those events. They also asked that Brokers be asked what they are currently doing when it comes to incorporating DEI in their procedures, processes, and marketing at these events. Depending on the answers, the group may want to research and reach out to Brokers (outside the area) who have success in incorporating DEI and have a panel discussion event. It was also suggested that the moderator may be a professional marketing consultant. If the need is there, CAAR could leverage a NAR Broker grant. David Sloan offered to assist as needed in this area.

Staff will reach out to NAR asking if the Spire Program can be adapted to Brokers to implement.

The group requested staff to pull demographics from the Census for each locality of the CAAR footprint.

The group also requested the updated demographics be shared with the membership in a future issue of News Group and/or General Membership Meeting.

Staff will follow up on why CAAR does not offer prerequisite education. The group felt we would have a bigger impact in changing our local demographics if we did.

Staff will check with The CE Shop to see if they are willing to offer candidate demographics for their prerequisite education.

### **Future Meeting**

The next meeting is Wed., Oct. 18<sup>th</sup>, 10 – 11 a.m.

### **Adjourn**

The meeting adjourned at 10:58 a.m.

Respectfully submitted,  
Ali DiGuardo, Staff Liaison