

MINUTES
Professional Development Group
Charlottesville Area Association of REALTORS®
Monday, October 9, 2023
3 p.m. – 4 p.m. In-Person

ATTENDANCE

Members in Attendance: Ashleigh Abrams, Brad Conner, BOD Liaison: Pam Dent, Jessica Goins, Angela Hawkins, Marcella Johnson, Melissa Moody, McAnalle Neal, Alex Rayfield, BOD Liaison: Jessica Russo, Ty Smith, Chair: Sasha Tripp, Arleen Yobs, S. Yuri Reese

Staff in Attendance: Teresa Kirkhart and Lauren Graf

Excused: V. Chair: Debra Cash

CALL TO ORDER

Chair Sasha Tripp called the meeting to order at 3:02 p.m.

MINUTES

The September 25 minutes were approved at 3:02 p.m.

BOARD UPDATES

No board updates because the Board Meeting is not until Thurs., Oct. 11th.

OLD BUSINESS

The proposed location for the CAAR Conference & Expo has provided a price estimate that exceeds their initial expectations. As a potential alternative, they are considering hotels as potential venues. A task group is still needed for this event to spearhead the planning of this event, including determining the scope of the day, theme, and selection of speakers, all of which remain undecided. Ty Smith, Alex Rayfield, Yuri Reese, and McAnalle Neal are open to joining the task group. The next step involves reaching out to CAAR members to solicit volunteers and gather input on what they would like to see at the trade show. There is also a list of volunteers who have not yet been assigned to the standing committees.

A significant question has arisen regarding how this event differs from the economic summit. The economic summit has a more defined theme and agenda, whereas trade shows typically feature 3-4 engaging topics and side classes, some of which offer continuing education (CE) credits and are often hosted by affiliates. Additionally, the economic summit takes place in the afternoon, while the trade show spans the entire day. Historically, CAAR's trade shows have evolved to maintain attendee interest. The new trade show aims to reimagine the experience, potentially featuring classes at 10 a.m. and 1 p.m., with a keynote speaker opening the event and a special speaker or a happy hour to conclude it. FAAR recently had a highly successful trade show with record attendance. It's worth noting that, in the past, CAAR has convened all active affiliates to emphasize the value of participating in a trade show. There is also exploration of the possibility of contributing to a charity, such as AHIP, and raising funds through raffle tickets with enticing prizes like a TV set, which would encourage attendees to stay and participate.

Regarding the Etiquette document, there will be revisions, including adding a section on pets and addressing gates, especially when farm animals are present on the property. It's essential for everyone to stay together, not just children, and attendees are kindly requested to refrain from

bringing outside food or drinks. Furthermore, sitting on beds, taking photos and videos only with seller permission (in accordance with the Code of Ethics), ensuring uniformity in presentation, waiting one's turn, and adhering to designated time slots are all important aspects that will be incorporated. There is consideration of creating a separate document for the listing agent. These document updates will be shared during the next meeting for further discussion and refinement.

The Latte & Learn series for the year includes a lineup of engaging topics and possible speakers. On February 9th, the focus will be on Pricing Strategies, no speaker has been confirmed yet. For the June 14th session on Buying Land, Kerry Griggs is confirmed as the speaker. On September 6th, the topic shifts to Cash Contracts, there is currently no designated speaker. Lastly, on November 1st, the event titled Appy Hour does not have a designated speaker. A Facebook post was made by Staff Liaison Lauren Graf, but there was very low interaction on the Appy Hour Facebook post. The Professional Development committee plans to engage with the post by commenting on and liking it to boost visibility and encourage more responses from participants.

Pat Widhalm is set to be the speaker for the February General Membership Meeting (GMM). Looking ahead to the March GMM, Neil Williamson will take on the role of moderator and will have the responsibility of selecting the panelists for the event.

NEW BUSINESS

No New Business.

NEXT MEETING

Nov. 13th, 3 – 4 p.m., In-Person.

This meeting may be rescheduled due to the NAR NXT Conference that is taking place that week.

IMPORTANT DATES

- Tues., Oct. 10th 12:30 p.m. Listing Entry Workshop (New member Initiative classes)
- Tues., Oct. 10th 2:30 p.m. How to Avoid Being the Agent No One Wants to Work With
- Tues., Oct. 10th 4 p.m. Paragon Training
- Fri., Oct. 13th 9 a.m. Latte & Learn: Exploring Ageism
- Mon. Oct. 16th 9 a.m. How to Be a Rockstar Presenter
- Wed., Oct. 18th 10 a.m. Fair Housing- Lessons Learned from Long Island Divided
- Thurs., Oct. 19th 8 a.m. Sweet 16 CE Day 1

ADJOURNMENT

Chair Sasha Tripp adjourned the meeting at 4:02 p.m.