

REALTOR® Association of Acadiana

234 Rue Beauregard

Lafayette, LA 70508

**Thursday, July 6, 2023**

Agenda

1. **Call to Order – Chairs,** Charlotte Dunbar & Ryan Petticrew called the meeting to order at 9:03am.
   1. **Affiliate Appreciation:** The Chairs reviewed the details of the event which are: The event will be held Thursday, August 17 from 11AM – 2PM at Warehouse 535. The theme is Mahalo to our Tiki-Rific Affiliates (Hawaiian Luau). It was discussed that while alcohol would be available for purchase by attendees that RAA would not be paying for any alcoholic beverages for the event. It was discussed the goal of Affiliate Appreciation was to be an engaging networking event to benefit the Affiliate members. REALTOR® members would be responsible for serving the lunch to Affiliate members. In addition, it was decided that Claire Disch and Erica Taylor would be the MC’s for the event.

Decorations for the event would be Hawaiian themes (leis) and staff would work to get special leis for Affiliate members so that they would stand out at the event.

The committee discussed the need for Broker Sponsorships to help offset the costs for the REALTOR® members attending since the event would be free for everyone to attend. Everyone agreed that it needed to be a group committee effort to reach out to broker members and encourage them to sponsor. Staff will also communicate with Brokers and seek sponsorships as well.

Sponsorships have been broken down by brokerage size. And Sponsorship levels vary based on number of licensees. It was discussed for the 2024 event to also consider accepting individual REALTOR® member sponsorships.

The committee was notified the deadline for printed materials would be August 4th, so all brokerage sponsorships must be confirmed by this date.

The Committee requested RAA staff consider doing a personal invite video to be sent to the Affiliate Members prior to the event.

* 1. **Realtor® Appreciation Day:** The event details were confirmed as: Thursday, September 14 | Cajundome Convention Center. Booth Sponsorships would be $450. Booth Registration will open in the in the July 18 edition of the Weekly Realtor and be due on Thursday, August 24th. It was decided that a booth lottery would be held again prior to REALTOR® Appreciation Day.

It was discussed for the 2022 event that refreshments were only available upstairs and not downstairs and it was requested for the 2023 event the RAA staff ensure refreshments are available both upstairs and downstairs.

* 1. **Gumbo Cook-Off**: Committee chairs reviewed the details of the 2023 event which are:Wednesday, October 25 at Parc International in Downtown Lafayette with a Halloween theme. Registration costs would be set at $625 for a Team Registration which includes (1) 10x10 tent, (1) team name banner, (2) 8-ft tables, (4) chairs, 2 pans of rice, tasting cups & spoon, (1) disposable trash can.

It was mentioned that while RAA provides each booth with paper towels and spoons many booths ran out of these items, so it was suggested that booth prepare to bring back-up supplies of paper towels and spoons for the 2023 event.

New sponsorship levels for the event were discussed. All committee members were in favor of having various sponsorship levels for the 2023 event. Allyson will work with the Event Chairs to discuss and decide upon these new sponsorship levels for the 2023 Gumbo Cook-off.

Allyson reported she had reached out to the 2022 Band, The Rouge Krewe. Everyone was in favor of hiring the Rouge Krewe again for the 2023 event.

1. **New Business:** It was discussed how can RAA further engage the 3 charities receiving proceeds from the Gumbo Cook-Off. And the committee wants to consider offering Gumbo Cook-Off t-shirts if the budget allows.