

REALTOR® Association of Acadiana

234 Rue Beauregard

Lafayette, LA 70508

**Monday, February 5, 2024**

**2024 Goal:** *To build upon the 2023 events and continue to execute these 3 signature events at a high level for meaningful experience for attendees.*

MINUTES

1. **Call to Order –** Ethan Broussard and Vernon Jenkins, Events Chairs, called the meeting to order at 2:01pm.
2. **Affiliate Appreciation**
   1. **2023 Event Review:** Members addressed the successes and challenges of last year’s event. Members enjoyed the theme and presentation of the affiliates, as well as the location. The sponsoring of brokers was also successful and helped offset the cost. On the other hand, members noted that affiliate attendance could be higher and that some affiliates were not on the presentation due to the confusion in registering.
   2. **2024 Event:** Members decidedto form a task force to personally invite affiliate members to come to the event. Interested members will sign up and will divvy up the affiliate membership roster. A red-carpet theme with a rising stage near the entrance, along with lights and cameras was also decided on. An emphasis on spotlighting the affiliates was decided on and this will be by means of the MC’s announcing them as soon as they arrive so they can “walk the red carpet”. An emphasis on early advertising was also mentioned to make sure all members are aware of the event. Affiliate members are responsible for registering for the event to be featured in the presentation. There is a tentatively held date of May 2nd at Warehouse 535 for the 2024 event.
3. **REALTOR® Appreciation Day**
   1. **2023 Event Review:** Members addressed the successes and challenges of last year’s event. The main recurring issue of the booth expo still exists as members feel as though they do not have enough quality time to interact with the vendors. The space was also very crowded and affiliate members did not feel as though their resources, whether that be time or money, were valued.
   2. **2024 Event:** A revamping of the event was mentioned and discussed. The new changes include being a two-day affair, having continuing education classes running, having an evening social on the first night, and having a national speaker present during the lunch on the last day. Timeframes were also discussed as there was no sample itinerary for the day. Members discussed the pros and cons of having a two-day event, and the majority believed that this would be too much for the vendors to handle. Members mentioned having a more casual event and possibly going to a park or other venue for quality social time. The committee decided to go back to the drawing board and the RAA Staff will come up with other ideas. The tentative date for the two-day event is September 18th and 19th at the Cajundome.
4. **Gumbo Cook-off**
   1. **2023 Event Review:** Members address the successes and challenges of last year’s event. Members enjoyed the tent layout and the different offerings of the cook-off. However, attendance could have been higher as several members of the public believed that this was just another Halloween event. The committee also reflected the potential lack of interest in the 2023 band, The Good Dudes, and how members are looking for a band that draws more people in.
   2. **2024 Event:** Members addressed the possibility of changing the theme to better differentiate the event from other Halloween-based events. Members also discussed raising the ticket prices to help the charities receive a higher donation.The committee will start looking for a new band to get a better draw. Members will need to contact the events chairs with any other ideas they may have. A confirmed date of October 23rd at Parc International was also announced.
5. **New Business**
   1. **RAA Cares partnership with Ashmay’s Seeds of Abraham / Mardi Bras Event:** As the runner-up charity that was next in line to be chosen as the top 3 for the new charity cycle, the RAA is partnering with Ashmay’s Seeds of Abraham to participate in their Mardi Bras Feminine Hygiene drive event. This donation drive was launched recently, and members will have until Friday, February 9 to donate items at the RAA Office.

**With there being no further business, the meeting was adjourned at 3:34pm.**