



THE FLY PAPER

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RAD Volunteers at food truck celebration/lunch following work, at Hugh MacRae Park, April 4, 2017.

RAD Boosts R® Image

One of the state's largest R® events with 520 . . .

HEADQUARTERS – “Much of what we do today is online,” said President-Elect **Fred Gainey**. “Realtor® Action Day allows members to physically work together and build relationships, while we strengthen the Realtor® brand in the community.” That’s why 520 members showed up, bright eyed and bushy tailed, ready for work on Tuesday, April 4—to contribute.

“RAD puts a smiling face on CFR, and it helps us with our advocacy efforts too,” said Public Affairs Director **Adrienne Cox**. “Often we are asking for something from elected officials. RAD allows us to give back to the community with such impact that lawmakers reach out and thank us for the good work done. That makes it much easier to ask for their help the next time we need it.”

“Realtors® are to be commended for the great work they do on Realtor® Action Day,” said NHC Co. Commissioner **Woody White**. “This effort clearly shows dedication and it means a lot to the community.” This same sentiment was echoed by many other community leaders at the end of the day.

This year’s 19 projects included: planting sea marsh along the oyster reef in Carolina Beach State Park, planting sea oats at Carolina Beach, Topsail, and Wrightsville Beach, installing community gardens at both First Christian Church and New Hanover County Regional Medical Center/Heart Center, entertaining residents at the New Hanover County Senior Resource Center, and planting azaleas at Hugh MacRae Park.

“As membership demographics change, RAD becomes more important because Millennials and younger generations not only look for the ‘giving back’ portion of an association membership, they expect it,” said Cox. “RAD fits that bill.” To see some great shots from RAD 2017, follow [this link](#). Also, be sure to mark your calendar for RAD 2018: April 3.

CFR Earns Nat’l Award

Top ½ percentile of associations nationwide . . .

WILMINGTON – Since 2014, CFR has turned up the heat on both community affairs and advocacy due to a new national strategy to impact neighborhoods. The local result has been high, which was recognized by NAR at the annual Association Executive Institute on

March 18, being awarded the Community Outreach Award.

“**Shane Johnson** is the reason for this recognition,” said CEO **Jerry Panz**. “Shane’s grant-writing efforts, tireless promotion of Realtor® Action Day, and leadership in strengthening CFR’s advocacy efforts were noted by NAR. CFR was recognized as having one of the six most effective programs in the nation,



Shane Johnson with COA Award.

out of 1,300 state and local associations. It is a high honor and distinction.” Awarded by NAR’s AEI Governor **Laura Crowther** for “national excellence” in efforts from 2015 to 2016, CFR’s advocacy efforts relating to the Vacation Rental Ordinance in Kure Beach, and Special Use Permit improvement in New Hanover

County, along with hosting of the Mayor’s Roundtable on Housing Affordability and 2015 Water Summit were specifically mentioned during the award presentation ceremony.

CFR was the only association recognized in the State of North Carolina, and leads the state in grant and advocacy dollars awarded from NAR on a per member basis in the past three years.

“We are in the top six percent nation-wide for awarded dollars,” said Panz. “Each dollar in grant funding helps us avoid raising member dues, and increases the value of membership. Shane Johnson is the Chief Operating Officer and In-House Legal Counsel for CFR. Johnson was hired by CFR in 2013, and began work as the Governmental Affairs Director.

Civility Forum Takes Shape

CFCC, UNCW, Wilmington Mayor & CFR . . .

WILMINGTON – Teaming up with Cape Fear Community College President **Amanda Lee**, UNCW Chancellor **Zito Sartarelli**, and Mayor **Bill Saffo**, CFR and NC Realtors® will host a national forum on October 17 at the Wilson Center. The forum will feature two national speakers, addressing a challenging issue from both sides. The purpose of the forum is to model civility while educating the community. As encouraged by NAR Core Standards, this will place CFR at the center of the community conversation, side-by-side with other leaders.



Tom Gale

The idea for a national forum originated in 2014 in the Governmental Affairs Committee.

“We talked extensively about how civility appeared to have exited America,” said 2014 Governmental Affairs Chair **Tom Gale**. “Further, what has been playing out on a national level has obviously invaded both state and local politics—or maybe it was the other way around. Either way, the only way to fix it is for us to do something locally.”

Gale began working with staff by reaching out to other groups and organizations in the community for mutual support. Initially it was hoped that groups on the right and left would join the effort and together present even-handed forums to educate the community. Several attempts to recruit ideological differing groups failed. Thankfully, Mayor Saffo was an early supporter and suggested approaching the colleges.

“It’s been a long process,” said COO **Shane Johnson**, “but after presenting the idea to CFCC President Mandi Lee about a year ago—at Mayor Saffo’s suggestion—she responded ‘I’m all in!’ which was very exciting.” Shortly thereafter, NC Realtors® awarded an Innovation Grant in support of the forum, and to complete the group, Chancellor Sartarelli stepped up to support the forum.

Entitled “The Public Square” the fall forum will be the first in a series that will produce two to three programs annually, one hosted CFCC’s Wilson Center, one at UNCW’s Burney Center, and one at CFR’s Terraces at Sir Tyler.

“My dad taught me to always respect others, even when I disagreed with them,” said Gale. “I’ve run for public office and understand the difficulties of navigating the political sphere. CFR stands in a unique position, as members represent every political party, so we’re neither Democrat nor Republican—we’re both. By presenting both sides of an issue without a position, The Public Square will have a positive



impact on students and citizens throughout the area. Plus, it's a quality of life issue—think of how wonderful it will be to have quality forums with national speakers here in Wilmington. That's win for all." Mark your calendar! October 17, 7-8:30pm.



Representative Holly Grange addresses 150 members at the Legislative Luncheon on March 10th at Sir Tyler. Seated are Rep. Ted Davis, Jr., Rep. Deb Butler, Senator Michael Lee, and Isabel Villa-Garcia from NC Realtors.

Affordability Report Presented to County/City

NEW HANOVER COUNTY – For the past eight months, **Jody Wainio** and **Gloria Green** have served on the Ad-Hoc Committee on Affordable Housing. The joint committee between the City of Wilmington and New Hanover County presented initial recommendations in the form of a report earlier this month. The 23-page “*Spring 2017 Existing Conditions and Recommendations*” report addresses the growing problem of housing affordability in the area.

“As the county builds out, property becomes more expensive, which makes it harder for critical workers

like firefighters and police to rent or buy a home,” said Committee Chair Wainio. Wainio and Green are both Realtors® that were appointed to the committee by the Commissioners and City Council. The Committee held its first meeting on August 30, 2016. The data driven report includes recommendations for three horizons: 0-6 months, 6-18 months, and 18+ months. The nine recommendations are as follows:

1. Revise City and County land use ordinance to add or improve accessory dwelling unit, and density and height requirements and regulations. (0-6 months)
2. Conduct a housing study and statistically valid opinion survey. (0-6 months)
3. Convene a permanent advisory committee on workforce/affordable housing. (0-6 months)
4. Fund a staff position to support the efforts of the permanent housing advisory committee. (0-6 months)
5. Support a public awareness, aka marketing campaign; utilizing a public relations/marketing consultant. (0-6 months)
6. Establish a housing trust fund. (6-18 months)
7. City/County-owned redevelopment projects include an affordable housing requirement. (6-18 months)
8. The City and County should identify ways to streamline/expedite the permitting process. (6-18 months)
9. Support existing financial literacy and homebuyer education. (18+ months)

Wainio presented a summary of the report to the Governmental Affairs Committee on April 5. GAC will review the recommendations, and further discuss it at the May meeting. Members interested in attending should send an email to adrienne@capefear.realtor by May 1. For a full copy of the report, follow [this link](#).



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