



New York State Association of REALTORS®, Inc.

Communications, Marketing & Technology Forum Meeting Report

Tuesday, February 11, 2020

Fort Orange 7-9 – The Desmond, Albany, NY

Starting time: 4 p.m.

Karen Davala
Chair

Kelly Campbell
Vice Chair

Peter Cimino, Chief Technology Officer of the Buffalo Niagara Association of REALTORS® presented “The Use of Drones in Real Estate.” Attendees learned about flight regulations in using drones in real estate, the different types of drones available, safety concerns in flying and what to ask and expect when hiring a drone operator to assist in home sales. Peter showed videos of numerous houses he has videotaped and the process of filming a property and what that entails.

With no other business to discuss, the meeting was adjourned.

The Communications and Marketing Steering Committee guides programs to facilitate communication between the association and its members, the media and general public utilizing a variety of methods. It also guides the marketing and promotion of NYSAR and its programs to the same audiences. This is a termed committee appointed by the NYSAR President. The 13-member committee consists of a chair, vice chair, nine member appointees serving staggered terms and two local board staff representatives. The staff liaisons are Director of Communications Sal Prividera (518.463.0300 x208 or sprividera@nysar.com) and Director of Marketing Kristen Pooler (x229 or kpooler@nysar.com).