

CAI CHESAPEAKE REGION CHAPTER

Board of Director's Meeting

December 10, 2019

8901 Herrmann Drive, Suite B

Columbia, Maryland 21045

Call to Order – Allen Mott called the meeting to order at 2:16 p.m.

Roll Call

Board members present were Ruth Harlan, BK Swartwood, Gail Windisch, Allen Mott, Vicki Eaton, Bill Hasselman, and Rod Clark.

Board members not present were Kerrie Zander

Also present was Camille Cimino, Executive Director and Stephen McConoughey, Incumbent Executive Director.

Approval of the Minutes

Ms. Harlan **motioned** to accept the minutes of the November 7, 2019 meeting as presented. Ms. Eaton seconded. Approved with all in favor.

Mr. Hasselman **motioned** to accept the minutes of the November 20, 2019 minutes as presented. Ms. Harlan seconded. Approved with all in favor.

President's Report

Mr. Mott said that he wanted to recognize and thank Camille Cimino, who will be ending her tenure as Chapter Executive Director on December 31st, for her many years of effort on behalf of the Chesapeake Chapter. Camille has been with the chapter for 21 years. Over the past 21 years, Mr. Mott noted that Ms. Cimino earned a reputation for running quality events and making them good for the attendees. For Example: Ms. Cimino conceived the idea of having an Expo and got it going. The Expo is now a huge success. The Chapter's breakfast programs, years ago, were held at Rose's Restaurant with only 35 people or so in attendance. This year, we had upwards of 175 attendees. Mr. Mott further noted that Ms. Cimino started the homeowner's programs, platinum and gold sponsorships, and did so many other things for the chapter during her tenure. Ms. Cimino worked closely with both business partners and manager members and ran programs in a professional manner. Ms. Cimino's efforts were invaluable to the Chapter's success. Mr. Mott stated that Ms. Cimino contributed in so many ways to the growth of the Chapter and expressed his sincere thank you for all of her hard work over the years. In appreciation, on behalf of the Chapter, Mr. Mott presented an engraved crystal vase to Ms. Cimino.

Mr. Mott stated that it was his pleasure to treat the Board to lunch last month at King's Contrivance. Mr. Mott stated that he would neither seek, nor accept reimbursement from the Chapter for that expense, and given the Board's focus on best practices, thinks it is best that the chapter does not incur that expense.

Mr. Mott thanked the Board for the opportunity to serve as an officer and as 2019 Chapter President. Mr. Mott also thanked the Board for the beautiful engraved sailboat presented at the Gala. He said that 2019 was an eventful year, and he wishes the Board all the best in 2020.

An executive session will be called at the conclusion of the general session.

CED MANAGEMENT & COMMITTEE REPORTS

Education (Bill Hasselman)

- The following reports were provided in the Board packet:
 - November 8th Board Leadership Development Workshop Financial Worksheet.
 - November 8th Board Leadership Development Workshop Evaluations
 - 2020 Final Breakfast Seminars Including Coordinators
 - 2020 Final Homeowner Seminars Including Coordinators
 - Update on 2020 Breakfast Seminars – April to be reviewed
 - Michael's Eighth Avenue 2020 Contract
 - Hampton's Inn 2020 Contract
 - Double Tree 2020 Contract
- Mr. Hasselman advised there were no major items to report.
- Committee reps are beginning to track down presenters to get outlines.
- Mr. Hasselman believes the Education side of the Chapter has come a long way, but certainly has room for more progress.
- Mr. Hasselman is planning to remain as a Committee Member after his Board term expires.
- Ms. Cimino discussed the opening at next year's education events. Mr. Yatovitz is covering March, but a manager will be needed in November at the Eastern Shore. Discussion will be tabled until January 2020 to confirm coverage for November
- Mr. Hasselman **motioned** to approve Mr. Mott to sign the contracts for Michael's Eighth Avenue (Breakfast Seminars), Hampton Inn (November Delmarva Seminar), Doubletree (Spring Board Leadership in March) and Doubletree (Board Leadership in September). Ms. Swartwood seconded. Discussion was had about details. All in favor. Motion passed.
- Fenwick Inn contract will be discussed at the next meeting after it's been received.
- Mr. Mott explained that his description in the Beacon about the Washington Metro Chapter's event at their Expo was slightly misrepresented.
- Ms. Eaton **motioned** to approve Mr. McConoughey to print and mail the Washington Metro Expo Class Advertisement (designed by WMC-CAI) to the managers in our chapter with an amount not to exceed \$400. Ms. Swartwood seconded. Approved with all in favor.

Expo:

- The following reports were provided in the Board packet:
 - Expo financial statement
 - Summary of Attendee Evaluation Survey Results
 - Additional Comments from Attendee Evaluation Survey
 - Summary of Vendor Evaluation Survey Results
 - Additional Comments from Vendor Evaluation Survey

- Martin's 2020 Contract
- 674 total attendees (breaks record by 5)
- 444 were registered attendees (474 in 2017)
- 89 Vendor Booths
- Total Profit: \$56,299.78
- Suggestions were made from the Board to pass along to the Committee Chair:
 - Provide pipe and draping to the booths, or lines on the floor that mark the booth areas.
 - Provide trash cans at each booth.
 - Place the booth with the CAI National reps directly next to the Chesapeake Chapter membership booth.
 - Presentation was a little "dry". Try to have the presenters be more interactive and not sit the whole time.
 - More meetings should be held to help with better planning.
 - Presentation should be 50% entertainment and 50% educational.
- Mr. Clark **motioned** to approve the Martin's West contract for 2020. Ms. Windisch seconded. Approved with all in favor.

Membership & Marketing: (Ruth Harlan)

- Meeting minutes were provided in the Board packet. Board actions were requested.
 - Ms. Eaton **motioned** to approve the email that will be sent to potential prospects, as corrected. Ms. Harlan seconded. Approved with all in favor.
 - Ms. Harlan **motioned** to approve the 2020 Membership Contest with the same criteria as 2019's contest. Ms. Windisch seconded. Approved with all in favor.
- Total Members as of 11/30/18 – 1,029 - Total Members as of 11/30/19 – 1,148
- Mr. Mott discussed with the Committee Chair prior to the meeting about the Chapter's new software and how it came to be.
- Ms. Cimino expressed how important it is to keep the company and managers involved and active in events.
- The following information was sent to the Board electronically:
 - New Members - November
 - Expired Members - November
 - Chapter Matrix - November

DelMarva:

- Meeting Minutes of the November 4th, 18th and 25th meetings were provided in the Board packet. Board actions were requested:
 - Ms. Harlan **motioned** to approve the suggested attendee fee increase from \$15 to \$20 and that the cost for a sponsor table will remain the same as 2019 (\$350 for CAI Member and \$450 for a non-CAI member.) Ms. Eaton seconded. Approved with all in favor.
- Ms. Cimino worked very hard to find a new location for the eastern shore seminars, but to no avail. Currently, the February 7th seminar is a panel and May 8th is a round-table presentation.

- The contracts for the Clarion Hotel for the events on February 7th and May 8th were included in the Board packet. Ms. Windisch **motioned** to approve the contracts with Clarion Resort for the February 7th and May 8th events in 2020. Ms. Swartwood seconded. Approved with all in favor.

Newsletter: (Gail Windisch)

- Meeting Minutes from the November 7th were included in the Board packet. No Board action is requested.
- Winter edition was mailed to the membership.
- Ms. Windisch advised that everything was great and always moving ahead of schedule with this committee. The Committee members are working to include new/fun items in each issue.
- Ms. Swartwood suggested that an “inspirational message” be included in a future issue.
- Discussions were had about whether outside vendors should be allowed to publicize in the Beacon. May help to increase revenue stream.
- Suggestions were made to send a copy of the Beacon to state and local officials. Ms. Harlan **motioned** to approve the Chapter staff to send the issues from 2019 and continue to send the quarterly issues on a regular basis going forward. Ms. Eaton seconded. Approved with all in favor.

Finance: (Ruth Harlan)

December Treasurer's Report was mailed electronically.

SECU Checking	\$ 85,726.93
SECU Savings	\$ 105.27
1 st National MM	\$ 0.00
Total:	\$ 85,832.20

Morgan Stanley:	
CDs	\$160,000.00
MM	\$ 42,100.70
Interest	\$ 5,855.76
Credit Card Rebate	\$ 3,658.52
Total	\$211,614.98

Combined Total: \$297,447.18

Year to Date profit and loss as of 11/30/19 and balance sheet for 11/30/19 will be emailed at the end of December.

Ms. Cimino discussed that the signature cards will need to be updated with Ms. Eaton and Mr. McConoughey in January 2020.

Motions:

- Ms. Windisch **motioned** to approve Ms. Cimino to pay the Chapter's outstanding credit card bill in the amount of \$8,591.16 (balance as of the day of the meeting). Ms. Swartwood seconded. Approved with all in favor.

- Mr. Hasselman **motioned** to approve Ms. Cimino to obtain a check from the credit card company, payable to the Chapter in the amount of \$3,831.66 in lieu of an account credit. Ms. Eaton seconded. Approved with all in favor.
- Ms. Harlan advised that the FY2020 budget will be discussed in the executive session.
- The following were mailed electronically:
 - SECU & 1st National Bank Statements and Morgan Stanley – November
 - Checks November 2019

Annual Social: (B.K. Swartwood)

- Minutes from the November 6th were included in the Board packet. No Board action is requested.
- Ms. Swartwood believes the Gala went well. Agrees that the Committee should meet more often earlier in the year to help with better planning.
- The date for the 2020 event will be discussed when the calendar is reviewed.
- A Sponsorship Sales Update was provided in the Board packet. Total sponsorships were \$11,400.

Golf:

- The contract for Waverly Woods for 2020 was included in the Board packet. No major increases were included for our third year at the venue. There will be an increase of \$5 per additional golf cart and a \$15 delivery fee for the carts. The date was also moved to accommodate the National Conference dates.
- Ms. Swartwood **motioned** to approve the 2020 Waverly Woods contract. Ms. Eaton seconded. Approved with all in favor.

Nominating:

- Mr. Mott will be taking over this committee in 2020. No items to report at this time.

OLD BUSINESS

- *Plaque Presentation* – presentation went well. Will provide a picture to staff to include in the next issue of The Beacon.
- *Electronic Voting*: Mr. McConoughey advised that the contract was signed and returned. Further discussions will be held with the third-party vendor in February/March to discuss processes for next year's elections. No cost to the chapter at this time. However, the third-party vendor was provided a ½ page ad in The Beacon. Any postage and copy costs for the mailings to be sent will be at the Chapter's expense.
- *Association Management System/Website*: Mr. McConoughey provided an update on the system. A link was sent to the Board for their initial review and feedback. Final updates will be discussed and made over the course of the next few weeks. There are still items to be updated on the membership side.
- *Leadership Development Committee* – Ms. Windisch provided an update on the potential committee's progress with creation. They were hoping to have their documents ready for

submittal prior to this Board meeting, but they couldn't make the deadline. Instead, the charter and information will be provided in advance of the January Board meeting.

- *Bylaw Wording* – Ms. Swartwood discussed the need to have the Bylaws reworded due to the allowances of the assignment of Executive Members.
 - Ms. Eaton **motioned** to approve, barring any conflict with National requirements, deleting the following statement from the Chapter Bylaws, Article VII-Officers, Section 2-Qualifications, Elections and Term of Office, paragraph 2 which currently states “No more than two individuals from the same Membership class may serve as officers of the Chapter at the same time. Mr. Hasselman seconded. Approved with all in favor.
- *Committee Charters* – Ms. Swartwood and Ms. Windisch will review all of the committee charters and have final copies ready for approval by the Board prior to the next meeting.

NEW BUSINESS

- *Board Orientation Agenda* – briefly discussed. Board Orientation to be held January 9th.
- *Calendar of events* was discussed and approved.
 - Ms. Eaton **motioned** to approve the Chapter annual meeting to be held on September 16th prior to the Educational Planning Retreat. Mr. Hasselman seconded. Approved with all in favor.
 - Ms. Swartwood **motioned** to approve the Chapter Annual Social to be held on December 4th, pending location availability. Mr. Hasselman seconded. Approved with all in favor.
- *Sponsorship & Advertising*
 - Publications were already sent.
 - Phone calls will be made to prior sponsors to see if they are interested in 2020 sponsorships.
 - Mr. McConoughey will be creating a list of potential company categories to reach out to for sponsorship opportunities. List will be emailed to the Board for review.

ADJOURNMENT Ms. Eaton motioned to adjourn the Board meeting at 4:26 p.m. Ms. Swartwood seconded. Motion approved.

The next Board of Directors meeting is scheduled for January 15, 2020, 3:00 p.m.
8901 Herrmann Drive, Suite B
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