

## **CAI CHESAPEAKE REGION CHAPTER**

### **Board of Director's Meeting**

**March 20, 2019**

**Michael's Eighth Avenue**

**Glen Burnie, Maryland**

**Call to Order** – Allen Mott called the meeting to order at 12:34 p.m.

#### **Roll Call**

Board members present were Ruth Harlan, BK Swartwood, Maura Hancock, Gail Windisch, Allen Mott and Bill Hasselman. Rod Clark joined the meeting by phone.

Also present were Camille Cimino and Nan Blake.

#### **Approval of the Minutes**

Ms. Swartwood motioned to accept the minutes of the February 27, 2019 meeting as submitted. Ms. Windisch seconded. Approved with all in favor.

**Presidents Report** – No Report

### **CED MANAGEMENT & COMMITTEE REPORTS**

#### **Education (Bill Hasselman)**

- February 27 Breakfast Seminar evaluations results were provided in the Board Packet. Attendees were engaged and found value in the presentation.
- February 27 Breakfast Seminar financial statement was provided in the Board packet. Seminar did well financially with 187 attendees. Speaker invoice is outstanding; Ms. Cimino will update the financial statement after invoice is received and send final statement to the Board.
- Number of registrants for the March 20 Breakfast seminar is 104.
- April 17 Breakfast Seminar - List of facilitators and roundtable topics was provided in the Board packet.
- It was agreed to enter seminar survey responses from 2018 and later into a spreadsheet format for review and comparison. Ms. Swartwood will take for action.

**Expo (Kerrie Zander)** - None

#### **Membership (Ruth Harlan)**

- Minutes from the Membership Committee Meeting were provided in the Board packet.
- Committee members are brainstorming for creative ideas to market the organization.
- February statistics for expired Members, New Members and Matrix Reports were provided in the Board packet. It was agreed that the reports will not be included in future Board packets.
  - Total members as of 2/28/18 - 918
  - Total members as of 2/28/19 - 1104
- Ms. Swartwood proposed changing the committee name to 'Membership and Marketing'. The charter would need to be amended for the change. Proposal will be taken to the next membership committee meeting for input.

- Ruth motioned Gail seconded to change the name of the Membership Committee to Membership and Marketing Committee.
- Mr. Mott met with Bruce Smallwood to discuss additional marketing ideas.

#### **DelMarva** (Allen Mott)

- Attendance for the February Eastern Shore Breakfast Seminar was 92.
- Financial statement for the event is forthcoming.
- A status update for the April 26th Eastern Shore Breakfast Roundtable Program was provided in the Board packet.
- Legum and Norman is offering a free breakfast seminar in early April that mirrors the CAI April 26<sup>th</sup> event. The Board agreed to hold discussion of future Delmarva activities until the Board can evaluate attendance at the CAI April event. The Board will also follow-up with the DelMarva chair to prevent future conflicts.

#### **Newsletter** (Gail)

- No committee meeting was held in March.
- Results of the Member Survey were provided in the Board packet. Survey was well received and provided useful information to the committee.
- Winter/Spring Issue at designers.

#### **Finance** (Ruth Harlan)

- Account Balance Summary as of February 2019 provided in the Board packet.
- Profit & Loss as of February 2019 provided in the Board packet.
- SECU & 1<sup>st</sup> National Bank Statement provided in the Board packet.
- A summary of Morgan Stanley CD's and Money Market was provided.
- Ms. Harlan and Michael Frey will meet with office personal on April 8<sup>th</sup> to review their accounting process.
- Ms. Harlan provided and reviewed a summary of expenses. Ms. Harlan is working to develop a detailed spreadsheet of expenses for future use. Draft will be sent to Board members for feedback.

#### **Holiday Social** (BK Swartwood)

- Event venue has been confirmed.
  - Mr. Mott motioned to accept the catering agreement and facility agreement for the December 6<sup>th</sup> event at Savage Mill. Ms. Swartwood seconded. Motion carried with all in favor.
- As per agreement at the February meeting, the Annual meeting will not be held at the Holiday Social. Annual meeting will be held on September 11, 2019 at the Educational Planning retreat
- The Board agreed to use printed invitations for the event. Invitation will be an inhouse design on stock paper with sponsors names printed on one side.
- It was agreed that the expense for recognition awards presented at the event will not be covered by the Holiday Social budget. Ms. Cimino will research how the expense has been covered in the past.

#### **Golf:** (Maura Hancock)

- Committee meeting minutes were provided in the Board packet.
- The Waverly Woods contract was provided in the Board packet.
- The Golf flyer and registration form was presented and reviewed. It was agreed to add the CAI 40<sup>th</sup> logo to the flyer.

## **Nominating Committee - No Report**

## **Old Business**

- Recommendations regarding Committee organization, the terms of service for Committee Chairs and Vice Chairs and a Committee Handbook - *tabled*
- *Status of Chapter Office*
  - Signage - Mr. Hasselman presented several options for signage over the entrance door. The Board favors installing an awning with CAI lettering. Awning may be attached with or without posts.
    - Mr. Hasselman motioned to obtain more detailed bids to install awning with posts. Ms. Swartwood seconded. Motion approved with 6 ayes and one abstention (Ms. Harlan).
  - Office Wall Decoration - The Board agreed that oversized bay themed art would be appropriate. The Board agreed to offer vendors an opportunity to sponsor the art, possibly at the upcoming open house. Ms. Cimino and Ms. Hancock will be the points of contact for the project. Ms. Cimino will research additional suggestions on opening up art sponsorship.
- *Status of Insurance Coverage* - Mr. Mott reported that he has filled out the form for volunteer insurance with the chapter's current insurance firm.
- *CED Review* - Ms. Cimino will red line the form and send it back to the Board.
- *Status of Building Security* - Keyed entry and a wireless doorbell are to be installed. A handicapped push button door entry will be added. The camera in Ms. Cimino's space will be shut-off and removed along with any other unneeded items. Alarms for both doors and a motion sensor system are being considered. Mr. Hasselman will get updated proposals and will notify the insurance company of the decisions. He will also research if any interaction with the fire department is needed.
- *Multi Build's Punch List and Remaining Balance* - Ms. Harlan and Mr. Mott will meet with Mr. Brown to review outstanding punch list items. Ms. Cimino will provide her list of items to be corrected in advance of the meeting.
- *Website* - Ms. Cimino recently met with several committee chairs and the website representative for discussion.
  - The current site is not mobile friendly and needs an overall update.
  - It was recommended to use WordPress going forward.
  - Proposals from Mount Vernon Marketing and Elemental Consulting were provided in the Board packet for review. The Chair of the Education committee is pursuing a third proposal.
  - The Board discussed the merits of an online directory.
  - Ms. Cimino will request a proposal for online vendor advertising.
  - Board would like the new website to include a portal to allow access to stored information.

- Ms. Windisch and Ms. Swartwood will write a scope of work and rebid the website project. Items to be included are portal, WordPress and directory marketing.
- It was agreed not to move forward with a podcast this year.

#### **New Business**

- Ms. Harlan gave an update on the upcoming open house event. Committee is working on invitations.
  - Mr. Mott motioned to ratify the social contract as submitted. Ms. Swartwood seconded. Motion accepted with all in favor.
- The Neil Moreland Scholarship –
  - Ms. Harlan motioned to eliminate the Neil Moreland Scholarship. Ms. Swartwood seconded. Motion accepted with all in favor.

Ms. Swartwood motioned to adjourn the Board meeting at 3:00 p.m. Ms. Hancock seconded. Motion passed with all in favor.