

## **CAI CHESAPEAKE REGION CHAPTER**

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

**May 16, 2018**

**Michael's Eighth Avenue**

The meeting was called to order by Ruth Harlan at 12:12 P.M.

Board members present were Neil Alioto, Rod Clark, Maura Hancock, Ruth Harlan, Bill Hasselman, Allen Mott, Gary Saylor, John Taylor and Kerrie Zander. Also in attendance was Camille Cimino.

Mr. Mott motioned to accept the amended agenda with the addition of obtaining a recording secretary to take minutes, the national convention and update on office relocation. Mr. Saylor seconded. Approved.

Mr. Alioto motioned to approve the April 11, 2018 minutes. Mr. Mott seconded. Approved.

### **CED MANAGEMENT AND COMMITTEE REPORTS**

#### **Planning Retreat - (Bill Hasselman)**

- September 12<sup>th</sup>
  - The Board reviewed possible locations for this year's Planning Retreat. Mr. Hasselman motioned to keep it at the Sheraton in Columbia. Mr. Mott seconded. Approved.
  - Mr. Hasselman suggested that attendees be required to register in advance. (Registration is already required.)
  - The new name will be the Education Program Planning Retreat.
  - Ms. Zander asked if there are any credits for managers for attending this event. Staff will inquire from National of possibility for credits.
- Update on the "Call for Presentations": 8 received as of 4/30
  - Ms. Cimino reported that the Call for Presentations has resulted in 8 presentations being received. All are from Business Partners.
  - Staff will email the presentations to the Board and the Education Committee.

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

- April 11 Breakfast Seminar "Do I Really Know My Neighborhood? How People, Pets, Parking & Pools Affects Living in Harmony"
  - Mr. Hasselman reviewed the evaluations. The seminar was okay. There were a few comments that the speakers were off topic. Too much time was spent on animal issues.
  - Ms. Cimino suggested that they need to have more managers on the committee.

- It was discussed to have Board members contact the CEO of the management companies to make a concerted effort to have the management company dedicate one person in their company to attend a committee meeting and bring ideas of what they feel they need to have as seminar topics. Staff will divide up the call list and send to the Board. Board members should send the results of their calls to Ms. Harlan and Ms. Cimino.
- Financially, the seminar did well with an \$8, 674.84 net profit.
- Staff will contact National and get the description of the seminars they offered at the 2018 National Conference and provide that listing to the Education Committee.
- April 28 Homeowner Seminar “The Social Media Effect: Do’s & Don’t for Associations”
  - Evaluations show that this seminar went well and was well attended.
  - Financially, they did not lose money. .
- June 6 “new” Human Resources Workshop 19 ppl registered as of 5/11
  - There are a lot of Managers from Tidewater Management registered for the class.

**EXPO Committee** (Kerri Zander) The EXPO will be held Tuesday, October 30, 2018.

- Minutes from Expo Meeting were provided.
  - Ms. Zander concerned that the Expo Committee is so large. Ms. Harlan suggested downsizing next year by invitation.
  - The Committee disagreed with the proposed topic of “Generational Differences” as the topic for the morning General Session. The committee believed a good speaker on this subject was going to run thousands of dollars.
  - There was a conference call with the Committee members to see what topic they preferred. They agreed to recommend a program on “Preparing for an Active Shooter”.
  - Ms. Cimino expressed concern with the topic. We need to select a topic that will draw a large audience, will some people shy away from such an emotional topic.
  - “Are You Smarter than a 5<sup>th</sup> Grader” was brought to the committee as an option by Ellen Throop, Joanne Frallicciardi and Camille. Mr. Alioto concerned that the title could be copy-writed so we need to find an alternative title.
  - Mr. Hasselman motioned to allow the committee to proceed with the game show theme and that the afternoon session could be the “Active Shooter” program that incorporates the option of dealing with aggressive behavior. Mr. Alioto seconded. Approved.
  - The Board reviewed the Booth Rates and agreed to the increased fee schedule along with creating three new sponsorships.
  - Ms. Cimino reviewed the new theme for the Wrap Party which weather permitting will be held outside under the portico with a Harvest theme.

### **Membership Committee**

- Mr. Clark motioned to approve producing a generic Chesapeake Chapter CAI business cards for the Board and committee members to use when talking to prospective members. Mr. Hasselman seconded. Approved.
- It was recommended to merge Marketing with the Membership Committee.
- Ms. Harlan is going to look into the possibility of the Chapter offering podcasts. This would be an added benefit of membership. Depending on how it's sold and presented, this could become a profit center.
- We currently have 994 members.  
Total Members as of April 2018 – 994  
BP's: 142 Mgr's: 246 H/O's: 397 Mgmt Co's: 32 = 817  
Delmarva: BP's: 8 Mgr's: 59 H/O's: 98 Mgmt Co's: 12 = 177

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

- March 23 Eastern Shore Seminar
- This seminar was well received. DelMarVa is interested in having two seminars next year; one in Jan/Feb and the other in May/June so as not to compete with selling booth space for the Annual Chapter Expo.
- This was a financial success with a net profit of \$6,371.72.
- Camille spoke to Todd Wawrzeniak, of Sentry Management to get their backing of a Cambridge/Easton location for a seminar. He was very receptive.

### **Newsletter- (Rod Clark)**

- Mr. Clark stated that the Spring/Summer issue is at the designers.
- Last month's suggestion to send a hardcopy Beacon to all members of the Senate & House Real Property Committees is being done starting with this edition. .

### **Finance – (Rod Clark)**

- Mr. Clark noted that First National offers a CD with a good interest rate.
- Ms. Cimino was asked to contact USPS and close out the USPS account and have those monies transferred to open a CD at First National Bank.
- Mr. Clark also asked for the SECU MM of \$11,129 be moved over to First National CD as well.
- Mr. Clark stated that Sarfino & Rhodes, LLP will be starting the Chapter audit in June.
- The Chapter currently has over \$500,000 in the bank.

### **Holiday Social – (Gary Saylor)**

- Holiday Social is November 16th.

- The first meeting will be June 15th at Valerie's office. There are 13 members on the committee.

#### **Golf - (Maura Hancock)**

- Golf outing is June 20<sup>th</sup> at Waverly Woods in Marriottsville, MD
- The committee was hopeful all sponsorships would be sold before the event. There are three major sponsorships still open.

#### **Nominating – (Allen Mott)**

- Ms. Rahmani, as Immediate Past President, will not chair the Nominating Committee in 2018 for she is moving out of state.
- Mr. Mott is going to review changing the procedures to accommodate future issues with chairing the nominating committee.

#### **LAC – (John Taylor)**

- The last session was cancelled.
- There were originally three Chesapeake Chapter representatives on the MD LAC. Bruce Campbell passed away recently and Phyllis Marsh retired which has left (2) open positions.
- The Board is requesting Dawn Bauman , Senior V.P. of Public Affairs for National Legislative Activities, appoint Marie Fowler (manager) and Steve Randal (member at large) to fill those positions.
- The Board is requesting that John Taylor be moved from intern to Member at large.
- Ms. Harlan and Mr. Mott will speak with Ms. Bauman about creating better communication between the two entities.
- Ms. Cimino will provide background that shows what she was told by Luladay Fekadu with regards to there being two openings on the LAC and what we need to do to have them filled.

### **OLD BUSINESS**

#### **Recording Secretary – (Kerrie Zander)**

- Ms. Zander presented the Board members with the names of three potential recording secretaries for 2019 along with their pricing. This will be on the June agenda for discussion.

#### **Office Research Committee /Relocation of Chapter Office (Mr. Hasselman, Mr. Mott, Mr. Taylor)**

- There are two locations that the Board is considering for office relocation.

- The Merrill Lynch building is located in Columbia next to the Columbia Mall.
- This is a full-service property that includes utilities at \$3,000/month,
- The Maryland Dental office building is located in Columbia. It is \$18/sq. ft and will run \$2,600/mo. and includes utilities. Their Board of Directors is not ready to commit at this time.
- Mr. Alioto requested that Mr. Hasselman move forward with getting hard numbers to present to the Board at their June Board meeting.

## **NEW BUSINESS**

### **NATIONAL CONVENTION – (Allen Mott & Camille Cimino)**

- Mr. Mott attended the conference and found it extremely interesting and super helpful. Amazed at how much the CAI organization is growing internationally.
- Mr. Mott spoke with Mark Ingrahm with CAI National who had some great marketing ideas on selling sponsorships, etc. They are encouraging chapters to work on leadership.
- Ms. Harlan is sending out the revised “Action Items” for the year for the Board to review. .
- Ms. Cimino advised the Board that CAMICB wants the description and outline of all seminars beginning June 1<sup>st</sup> in order to get approval to offer CEU’s to Managers obtaining their CMCA.

Mr. Alioto motioned to adjourn the meeting at 2:29 p.m. Mr. Hasselman seconded. Approved.

Respectfully submitted by:

Maura Hancock  
Maura Hancock, Secretary

June 1, 2018  
Date