

**Chesapeake Region Chapter
Board of Director's Minutes
August 7, 2024
9:00 am
Zoom meeting**

Attendance: James Anderson, President
Hillary Collins, Secretary
Gary Saylor, Director
B.K. Swartwood, Director
Gail Windisch, Director

Board Members Absent: Noni Roan, President-Elect
Vicki Eaton, Vice-President
Rebecca Clemson-Petrik, Treasurer
Cindy McKoin, Director

Chapter Staff: Valerie Lykins, Executive Director, Angela Marsh, Marketing and Events Manager

Call to Order

The meeting was called to order by Mr. Anderson at 9:03 am.

Approval of Minutes

- Ms. Windisch **motioned** to approve the Board of Directors meeting minutes dated July 3, 2024. Ms. Swartwood seconded. VOTE: (5-0-0). All in favor. Motion passed.

Strategic Planning

- Mr. Anderson informed the Board that the Strategic Planning Committee worked with staff to send out a survey to the membership and then put together a Stakeholder Assessment Findings report, and a Quantitative Survey Report based off of the results. From this report, the committee will draft a final strategic plan for Board review.

CED Management Report

- Ms. Lykins and Ms. Marsh prepared the CED Report on the following subjects: membership breakdown with numbers, social media/website/email engagement, July 10th Lunch & Learn finals, June 24th Golf Outing financials, July 25th Crab Feast final numbers and financials, Marley Glen registrations, September 10th Joint Chapter sponsorships and registrations, and an update on the October 7th Expo booth, table and registration numbers.
- The Board discussed raising prices for attendees who register on-site. This will be discussed further at the September retreat.
- **Financial Update** – Ms. Lykins informed the Board that the 2025 budget will be ready for review by the September Board Retreat and can be voted on at the October Board meeting.
 - Ms. Swartwood **motioned** to give Ms. Lykins permission to transfer funds from the FNB checking account to the FNB savings account in order to line up with the FDIC parameters of not exceeding an amount of \$250.000. Mr. Anderson seconded. VOTE: (5-0-0). All in favor. Motion passed.

- Ms. Lykins provided the Board with CAI's National's Fiscal Year 2025 breakdown.
- **LAC Nominations** – Ms. Lykins and Ms. Collins will reach out to the LAC Chair, Vicki Caine, to get more clarification on the LAC nominations and appointment process.
- **Magazine Statistics** – Ms. Marsh informed the Board that the committee has been sharing the magazine on social media and Ms. Baldry and Ms. Marsh have asked all sponsors, advertisers and authors to share it as well. Statistics have increased since the requests to share were sent.

Old Business

- **Chapter Policy Review**
 - The Chapter policies will be ready for review at the September meeting.
- **Equinox Security Deposit**
 - Mr. Anderson **motioned** to approve the security deposit payment of \$2,806.30 to Equinox. Ms. Swartwood seconded. VOTE: (5-0-0). All in favor. Motion passed.
- **2025 Chapter Calendar**
 - The Board discussed moving the January 1st Board meeting to January 8th, the June Board meeting to May 30th, and Charting Your Course to January 16th. Further calendar discussions will occur at the September Board meeting and Retreat.
- **Road Show Update**
 - Ms. Lykins will check with Ms. Roan about sharing this information with the committee chairs and vice-chairs.

New Business

- **Committee Action Items/Committee Discussion**
 - **Delmarva Committee**
 - Ms. Swartwood **motioned** to approve the 2024 Delmarva Expo & Happy Hour budget. Mr. Saylor seconded. VOTE: (5-0-0). All in favor. Motion passed.
 - **Education Committee**
 - The Board agreed by consensus to change the timing and location of one of the Breakfast Seminars to a Lunch/Happy Hour. This will be discussed further during the 2025 calendar discussion at the September Board meeting and Retreat.
 - **Expo Committee**
 - Ms. Swartwood **motioned** to approve the additional funds needed for a Business Partner Appreciation Social at the 2024 Expo not to exceed \$1,500. Mr. Saylor seconded. VOTE: (5-0-0). All in favor. Motion passed.
 - The Board agreed by consensus that the Expo attendee list can be shared with Exhibitors prior to the Expo. The Chapter offers attendees the option to opt out of sharing their information.
- **Keystone Request**
 - Ms. Swartwood **motioned** to accept the request from the Keystone Chapter to publish a joint calendar with other Chapter events after getting clarity of the parameters expected from Tony Campisi. Mr. Anderson seconded. VOTE: (5-0-0). All in favor. Motion passed.

Adjournment:

- Ms. Swartwood **motioned** to adjourn the meeting at 10:26 am. Mr. Saylor seconded.
VOTE (5-0-0). Motion passed.

Next meeting: The next Board meeting will be held on Wednesday, September 4th at 9:00 am via zoom.