

**Chesapeake Region Chapter
Board of Director's Minutes
May 20, 2020
10:00 am
Conference Call**

Attendance: Vicki Eaton, President
Gail Windisch, President Elect
Susan Rapaport, Vice-President
Ruth Harlan, Treasurer
B.K. Swartwood, Secretary
James Anderson, Director
Kelly Rae, Director
Kerrie Zander, Director

Absent: Rod Clark, Director

Stephen McConoughey, Chapter Executive Director
Angela Marsh, Office Manager

Call to Order:

The meeting was called to order by Ms. Eaton at 10:02 am.

Approval of Minutes:

- Ms. Harlan **motioned** to accept the minutes of the April 22, 2020 Board Meeting. Ms. Windisch seconded. VOTE: (8-0-0). Motion Passed.
- Ms. Harlan **motioned** to accept the minutes of the May 6, 2020 conference call meeting. Ms. Rae seconded. VOTE: (8-0-0). Motion Passed.

Committee Reports:

- There were no edits or revisions to the committee minutes presented. Discussion on Board action items will be addressed under new business.

Treasurer's Report (Ms. Harlan):

- Ms. Harlan reviewed the treasurer's report and noted a few specific details:
 - Current liabilities and assets after applying projected liabilities have been added to the financial chart.
 - Ms. Harlan **motioned** to keep the funds from the mature CD in the Money Market account. Ms. Eaton seconded. VOTE: (8-0-0). Motion Passed
 - The Chapter Morgan Stanley bank account has been updated with Ms. Windisch now on the account. Ms. Eaton and Ms. Harlan are also on the account. Mr. Mott has been removed.
 - The 990 taxes are now due in July due to an extension. The Chapter bookkeeper, Mr. Mike Frey has been in contact with the auditor.

- Mr. McConoughey noted that EventBank has cut their credit card fees down to 1% which will save the Chapter money moving forward. He also noted that payments received by the Chapter will be moved into the Chapter account weekly rather than biweekly moving forward and that the Staff would now be able to control any refunds processed.

May 20, 2020 Treasurer's Report (Through April 30, 2020)

SECU Checking	\$106,213.52
SECU Savings (for Office Lease)	\$8,690.55
TOTAL Operating Funds	\$114,904.07

Morgan Stanley (4 CDs @ \$40,000 each) Mature 4/20,4/21,4/22,4/23	\$160,000.00
Morgan Stanley (MM)	\$49,425.59
Morgan Stanley (Investment Gain/Loss)	
Credit Card Rebate (request check when Closed)	\$747.12
TOTAL	\$210,172.71
COMBINED TOTAL	\$325,076.78
Current Liabilities	\$135,000.00
Assets after applying projected liabilities	\$190,000.00

Management Report (Mr. McConoughey):

Review of previous to do items:

- (Ongoing) Mr. McConoughey and staff are tasked with adding homeowner member associations in the online Directory.
- (Ongoing) - Mr. McConoughey noted that the Chapter sponsorship benefit book is being worked on.
- (Ongoing) Mr. McConoughey noted that the Chapter Employee handbook is in the process of being worked on. He will have an update at the next meeting.

Seminars/Webinars:

- Mr. McConoughey noted that Michael's Eighth Avenue is allowing the Chapter's deposit payment for 2020 to be used for Breakfast Seminars in 2021.
- Mr. McConoughey noted that the new Eastern Shore roundtable Seminar date has been set for October 16, 2020 at the Clarion Resort in Ocean City, MD.
- Mr. McConoughey noted that CAI National is allowing the Chapter to offer continuing education credits to attendees if they attend a Breakfast Seminar Webinar.
- Mr. McConoughey noted that there was very positive feedback from the May webinar attendee survey. The speakers did a great job. There were some technical issues which did not allow the Chapter to record the webinar.
- Mr. McConoughey stated that Eventbank will be refunding attendees who have previously registered for Breakfast Seminars. Staff is tasked with sending Eventbank the list of who needs to be refunded. The Seminar will be launched as a webinar with the new pricing fees in place.

- Mr. McConoughey and staff will be reaching out to the 2020 Breakfast Seminar Sponsors to inform them of the Seminar format change and the benefits that will still be offered.
- Ms. Eaton motioned to move the August Breakfast Seminar to a webinar format. Ms. Windisch seconded. VOTE: (8-0-0). Motion Passed.
- Mr. McConoughey reviewed the new zoom webinar format that Eventbank just launched. Ms. Swartwood motioned to add the \$1,000 add-on to the Chapters Eventbank account that includes the zoom webinar format. Ms. Windisch seconded. VOTE: (8-0-0). Motion Passed.

Membership/Eventbank Updates

- Mr. McConoughey reviewed the membership numbers and email campaign engagement. Membership has gone down from 1153 to 1131 since last month. Mr. McConoughey and staff are tasked with reaching out to expired members that are no longer in their grace period about rejoining and the National resources that are available to them during this time. The Chapter email campaign engagement has increased over the last few campaigns.
- The second Chapter e-newsletter was sent via email on May 20, 2020. The Chapter postcard is in the process of being sent to the printer.

Golf Outing

- Mr. McConoughey reviewed the current guidelines for the 2020 Golf Outing that will take place on August 26th. Waverly Woods is allowing for 18 foursomes (one individual per cart) to participate. Sponsors are able to sit on the tee boxes at this time with social distancing in place.
- Mr. McConoughey and staff will notify the current sponsors and foursomes of the current situation at Waverly Woods and make sure they are still wishing to participate. A waitlist will be started when the 18 foursomes are sold out incase Waverly Woods allows for more golfers over the next few months.
- Mr. McConoughey reviewed the financial impact under the current guidelines.
- Ms. Rae noted that this will no longer be considered the “25th Anniversary Golf Outing” due to the circumstances.

Old Business:

- Mr. McConoughey noted that the Chapter employee handbook was still being worked on.
- Ms. Eaton motioned to accept the travel policy resolution as amended by Ms. Swartwood with the exception of the last edit. Ms. Rae Seconded. VOTE: (8-0-0). Motion Passed.

New Business:

Financials

- Ms. Harlan motioned to accept the Investment policy as presented. Ms. Swartwood seconded. VOTE: (8-0-0). Motion Passed.
- Ms. Harlan motioned to approve the financial charter as presented. Ms. Windisch seconded. VOTE: (9-0-0). Motion Passed.

Sponsorship Recommendations from the AD-HOC Committee

Additions/revisions from Committee: (Mr. McConoughey and staff are tasked with making these additions and revisions)

Breakfast Seminar Sponsors:

- Add the zoom webinar feature of displaying sponsorship logos during the Breakfast webinars.
- Change wording that “Breakfast Sponsors will receive first right of refusal for a 2021 Breakfast Seminar Sponsorship with the understanding that the format of the Seminar is TBD”.

Platinum/Gold Sponsors:

- Add that Platinum Sponsors will have the ability to do their three-minute Platinum Showcase introduction at the beginning of a Breakfast webinar.
 - Add that Platinum Sponsors can have additional name listings in the Directory.
 - Add wording on the e-newsletter where the Platinum and Gold Sponsor logos are listed that states “click on the logo below to visit the company website”.
 - Add a ribbon border where the Platinum and Gold logos are to make them stand out.
- Ms. Zander **motioned** to accept the Sponsorship Ad-Hoc committee recommendations with the additions and revisions from the Board. Ms. Rae seconded. VOTE: (8-0-0). Motion Passed.

Expo format

- The Board reviewed the Expo survey results from both the Business Partner and Manager/Homeowner surveys.
- Mr. McConoughey reviewed a possible zoom format for the Expo that includes 50 breakout rooms for vendors.
- Ms. Harlan **motioned** to move forward with the virtual zoom format for the Expo. Ms. Zander seconded. VOTE: (8-0-0). Motion Passed.
- Ms. Zander stated that it would be beneficial for all vendors to receive a list of attendees that attend the Expo.
- Ms. Rae thought it would be a good idea to host an educational training webinar for Business Partners who sign up to be a vendor, so they get a better understanding of how to use the zoom breakout room format.
- Ms. Rapaport suggested asking vendors to send the Chapter one giveaway item that the Chapter would mail to attendees. There would be size and weight limitations on the giveaway items.

Seminar format for 2020

- Ms. Eaton **motioned** to make the Chapter Breakfast and Homeowner Seminars in Maryland not including the Eastern Shore Seminars and Board Leadership Development Workshop classes as webinars for the rest of 2020. Ms. Rapaport seconded. VOTE: (8-0-0). Motion Passed.
- At the next Delmarva committee meeting, the committee will need to discuss the limitations of holding their Seminars in person.

Committee Meetings

- Ms. Swartwood volunteered to provide wording for the committee chairs to send out to committee members who have missed either two or three meetings.

Board Action Items from Committee:

- **Expo Committee** – The Board agreed that the wording of the title that the Expo committee approved at their meeting was a bit confusing and is asking the committee to provide more clarification. Mr. McConoughey will set up a time for Ms. Zander, Ms. Throop and Ms. Fralliciardi to discuss the virtual Expo format, the suggestion for a revised title and the possibility of moving the next Expo meeting date up.
- Mr. McConoughey is going to set up a time for the finance committee, Ms. Zander and Ms. Rae to discuss pricing for the Expo. Mr. McConoughey will provide information on estimated cost numbers prior to the meeting.

Adjournment:

- Ms. Swartwood motioned to adjourn the meeting at 12:59 pm. Ms. Zander seconded. VOTE: (8-0-0). Motion Passed.

Next meeting:

- The next Board meeting will be held on Wednesday, June 17th 10:00 am via conference call.