

**Chesapeake Region Chapter
Board of Director's Minutes
September 23, 2020
9:00 am
Conference Call**

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

Absent: Gail Windisch, President-Elect (excused)
Rod Clark, Director

Chapter Staff: Stephen McConoughey, Chapter Executive Director
Angela Marsh, Office Manager

Call to Order:

The meeting was called to order by Ms. Eaton at 9:10 am.

Approval of Minutes:

- The August minutes were not included in the Board packet and will be sent to the Board by Ms. Marsh via email for consideration of approval.

Committee Reports:

Delmarva Committee

- Ms. Eaton noted that Mr. Saylor was listed in the attendance of the education minutes twice. Staff will make the edit.
- Ms. Harlan questioned if the two Delmarva programs scheduled for 2021 would be in-person or remote. Mr. McConoughey noted that the Chapter is planning to hold at least one of them in-person since the deposit for the Clarion hotel from 2020 was carried over to a 2021 event.

Expo Committee

- Ms. Harlan questioned if all the General Session slides had been received. Mr. McConoughey noted that the initial Expo run through went well and all final updated slides were due October 1st.

LEAD Committee

- Ms. Harlan stated that she had signed up for the "Letters for Love" campaign but had not received any additional information. Mr. McConoughey stated that he

will follow-up with Ms. Means from the committee about the email she is drafting that will go to everyone that has signed up for the campaign.

Social Committee

- The Board **approved by consensus** that the Chapter can promote the “Toys for Tots” campaign if the committee, at their upcoming meeting decides to move forward.

Treasurer’s Report (Ms. Harlan):

- Ms. Harlan stated that the updated financial report was sent to the Board with an update on September 22nd.

September 23, 2020 Treasurer’s Report (Through August 31, 2020)

SECU Checking	\$ 78,413.32
SECU Savings (for Office Lease)	\$ 20,141.46
TOTAL Operating Funds	\$ 98,554.78

Morgan Stanley (3 CDs @ \$40,000 each) Mature 4/20,4/21,4/22,4/23	\$120,000.00
Morgan Stanley (MM)	\$ 90,773.59
Morgan Stanley (Investment Gain/Loss)	
Credit Card Rebate (request check when Closed)	\$ 1,642.60
TOTAL	\$ 212,416.19
COMBINED TOTAL	\$ 310,970.97
Liabilities	\$ 80,292.00
Assets after applying liabilities	\$ 230,678.97

- Mr. McConoughey informed the Board that the Chapter received a COVID relief grant for \$10,000 from the State of Maryland. He noted that the Chapter would keep it as a separate account for auditing purposes. **Mr. McConoughey** is going to inquire on when the Chapter will actually receive the funds.
- Mr. Frey and Mr. McConoughey have been working with EventBank/PayGage to develop procedures to make transactions weekly. This will make the process easier for audit review.
- Financial Report Clarifications
 - \$635.00 was miscoded to 5075-Registrations. A business partner member paid the chapter for their membership, so this amount was sent to CAI National.
 - Under golf - \$7,275.00 was coded to 6205-Misc. Expenses. This expense was \$6,400 for cart dividers and the cost of hand sanitizers.

Management Report (Mr. McConoughey):

Review of previous to do items:

- (Ongoing) - Mr. McConoughey noted that the speaker guideline review has been tabled to be executed by January 2021.
- (Ongoing) - Mr. McConoughey noted that the updates in the employee handbook were tabled but will be fully completed and effective in January 2021. The invoice with the legal reviewing the employee handbook has been closed.

Member Numbers/ Web Traffic/Social Media/Email Update:

- Mr. McConoughey reviewed the Chapter membership numbers. The Chapter has decreased members by eight since last month and are now at 1,099.
- The Chapters social media engagement and website traffic have increased significantly from July to August.

Board Leadership Development Workshop:

September

- There were 26 attendees who participated in the workshop. At the Chapter in-person board leadership in 2019, there were ten attendees. The Board agreed that the remote workshops have shown better attendance numbers than the in-person.
- The overall Seminar survey rating was 4.67.
- Mr. McConoughey noted that some of the slides may be outdated.
- Ms. Eaton stated that the instructors should address what the attendees receive in the Board Member ToolKit during their presentation.
- Ms. Harlan suggested congratulating communities who attended the Board Leadership Workshop in the Beacon newsletter or on social media. There was some question by Board Members if we would need to receive permission from communities before listing them publicly.

November

- The Board agreed by consensus that **Mr. McConoughey** will check with Ms. Throop, Mr. Toms, Ms. Laing and Ms. Meck and get their recommendation on holding a Eastern Shore Workshop this year or tabled until 2021.

Golf Outing Recap:

- Mr. McConoughey stated that the golf outing was very well received for the most part. There were some “lessons learned” that the committee discussed at their last meeting. The committee will be researching a few different pricing options on some courses to have the tournament in 2021.
- **Ms. Harlan** is going to draft a letter to the golf committee thanking them for their hard work.
- Ms. Rae suggested having some more incentives to get managers on foursome teams. This will be tabled to a golf committee discussion.
- Mr. McConoughey noted that the Chapter made \$29,569 on the Outing. This number will increase once payment from the DC chapter is received for the Buddy Shields.

Expo:

- Mr. McConoughey informed the Board that the Chapter has 20 virtual exhibitors signed up and 13 companies are on the waiting list. Virtual exhibiting rooms will be on hold until more attendees register. There are currently 60 people registered to attend the Expo.
- Final slides for presenters are due on October 1st.

Social & Charity Events:

- Trivia happy hour will take place on September 24th. There are 7 teams signed up.
- At the next social meeting, the committee will finalize the baby picture and mixology happy hour.
- The Chapter has received 13 inquiries regarding more information for the “Letters of Love”.
- The virtual Maryland food bank drive has been promoted to all members via email and social media.

Education Retreat and Annual Meeting:

- Ms. Eaton **motioned** to hold the Chapter Annual Meeting on Friday, December 11th at 2:00 pm. Ms. Swartwood seconded. VOTE: (7-0-0). Motion Passed.
- The Board agreed by consensus that the Educational Planning Retreat should be held in early November. **Mr. McConoughey** will check with Ms. Blackburn and Ms. Roan on dates that may work for them.
- The Board **approved by consensus** to send committee members an end of the year gift as done in previous years. A decision on the gift will be tabled until the Board has a better idea of how many will need to be sent. **Staff** will look into the number of active members each committee has and will report to the Board at the next meeting.

Old Business:**Employee Handbook Update:**

- The employee handbook edits will be tabled and will be completed and effective to begin January 2021.

Nominating Committee:

- The Board **approved by consensus** that the nominating committee would consist of Allen Mott, Gail Windisch, Cynthia McKoin, Gary Saylor and Nichol Means.
- **Ms. Rapaport** is checking to find out if the Board needs to take any additional action before proceeding with electronic voting.

LAC Update:

- Ms. Rapaport stated that the LAC has 2 priorities to be passed in 2020:
 1. How Associations are holding virtual meetings, electronic voting, virtual annual meetings, etc.
 2. Add dispute resolution in the HOA act and the Co-up statute. The change in the condo act is if you want a hearing, you must now request it.

New Business:

Strategic Plan:

- Mr. Anderson gave an overview of the draft strategic plan created by Ms. Harlan and the strategic planning committee. At the next committee chair meeting, committees should be prepared to have a SWOT analysis to go over for review.
- Ms. Eaton had a few edits/questions:
 - In the first paragraph, Homeowner Board Members should be added to the mission.
 - Under the current Chapter Model on page three, under the needs of membership, Management Co. Should be removed and managers should be added.
 - Under the target market on page four, the counties in the “except” parenthesis should be removed.
 - LMS stands for – learning management system
 - The Board **approved by consensus** to approve the draft strategic plan.

Draft 2021 Budget:

- Ms. Harlan reviewed the proposed 2021 budget with the Board.
- The Board is going to brainstorm ways to cut certain costs. **Ms. Harlan suggested getting a sub-committee together to work with Mr. McConoughey to start a conversation to discuss the contract with the MSDA.** The committee will also be brainstorming alternatives to having the Chapter office space in Columbia. Ms. Eaton and Ms. Rapaport volunteered to serve on the sub-committee. The Board also agreed that Past President, Mr. Mott should serve on the committee. **Ms. Harlan** is going to reach out to Mr. Mott to see if he would be willing to serve on the sub-committee.
- The Board would like the **newsletter committee** to discuss including classified ads in the Beacon to gain more income. The Board would also like the committee to discuss having the newsletter completely virtual.
- **Ms. Harlan suggested creating an HR sub-committee to work with Mr. McConoughey and Ms. Marsh to discuss the need for additional personnel and what services would be needed.** Ms. Swartwood and Mr. Anderson agreed to volunteered to serve on this sub-committee.

2021 Sponsorships:

- Mr. McConoughey reviewed the 2021 Sponsorship proposal. The Gold & Platinum Sponsorships would receive the same benefits as 2020 but the pricing would change from (Gold - \$2,750 to \$2,700) and Platinum (\$3,525 to \$3,500).
- Sponsored Informational Seminars – Ms. Rapaport **motioned** that the cost of the sponsored seminars should be increased to \$1,500 for Platinum sponsors and to \$2,000 for the Gold Sponsors. VOTE: (7-0-0). Motion Passed.
- Under the bullet points for the Sponsored Informational Seminars, **Mr. McConoughey** is going to add that the Education Committee will discuss the seminars and then bring them to the Board for approval.
- Ms. Rae asked **Mr. McConoughey** to update the sponsorship comparison matrix chart with the Diamond sponsorship benefits so it is easier to compare the sponsorship benefits.
- The Board agreed by consensus that all sponsorship sales will be final.

- **Mr. McConoughey** will add that prices and types of sponsorships are subject to change at any time.
- Ms. Harlan made a **motioned** to move forward with the 2021 sponsorships. Ms. Rapaport seconded. VOTE: (7-0-0). Motion Passed.

Adjournment:

The meeting was adjourned at 12:17 pm.

Next meeting:

The next Board meeting will be held on Wednesday, October 21st. Time TBD.