

**Chesapeake Region Chapter
Board of Director's Minutes
December 4, 2024
9:00 am
Zoom meeting**

Attendance: Noni Roan, President-Elect
Hillary Collins, Secretary
Cindy McKoin, Director
Rebecca Clemson-Petrik, Treasurer
Gary Saylor, Director
B.K. Swartwood, Director
Gail Windisch. Director

Board Members Absent: James Anderson, President

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

Call to Order

The meeting was called to order by Ms. Roan at 9:01 am.

Approval of Minutes

- Ms. Swartwood **motioned** to approve the Board of Directors meeting minutes dated November 6, 2024. Mr. Saylor seconded. VOTE: (7-0-0). All in favor. Motion passed.

New Business

- **Committee Action Items**
 - **Awards Committee**
 - Ms. Swartwood **motioned** to accept the 2025 Community Association of the Year application with the suggested amendments. Ms. Windisch seconded. VOTE: (7-0-0). All in favor. Motion passed.
 - Ms. Clemson-Petrik will update the timeline for the 2025 Award process.
 - **Magazine Committee**
 - Ms. Clemson-Petrik **motioned** to accept the recommended changes to the magazine committee charter. Ms. Windisch seconded. VOTE: (7-0-0). All in favor. Motion passed.
 - **Delmarva Committee**
 - Mr. Saylor **motioned** to approve the Princess Royale contract for the April 11, 2025, Delmarva Breakfast Seminar. Ms. Swartwood seconded. VOTE: (7-0-0). All in favor. Motion passed
 - Mr. Saylor **motioned** to approve increasing the Delmarva Breakfast Seminar Sponsorship table pricing from \$500 to \$525. Ms. Swartwood seconded. VOTE: (7-0-0). All in favor. Motion passed
 - Ticket prices for attendees will remain the same as 2024.

- **Membership committee**
 - Ms. Roan will see if the membership committee would like to take on the Chapter's outreach programs.
- **Gift Cards for Committee members and Speakers**
 - Ms. Swartwood **motioned** to approve giving all 2024 speakers and active committee members a \$25 Amazon gift card to show the Board's appreciation. Ms. McKoin seconded. VOTE: (7-0-0). All in favor. Motion passed.
 - One gift card will be given per person.

Strategic Planning

- Ms. Lykins will send the Board the strategic planning slides listing the committee missions and objectives. The Board liaisons will discuss any changes to the mission and objectives with the committee Chairs and Vice-chairs and send any changes to Ms. Lykins no later than Monday, January 6, 2025.

(Ms. Clemson-Petrik left the meeting at 10:00 am)

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, the November 7th & 8th Happy Hour & Delmarva Expo sponsorships, booth sales, registration numbers, financials, and survey results, an update on the Annual Social attendee numbers and sponsorships sold, an update on 2025 Annual and Breakfast Sponsorships sold, the Summer/Fall Beacon statistics, and the 2023 Chapter audit.

Old Business

- None at this time.

The Board adjourned the General Session board meeting and convened into Executive Session at 10:21 am.

Executive Session adjourned and the General Session convened to order at 10:49 am.

Adjournment:

- The board meeting was adjourned at 10:51 am.

Next meeting: The next Board meeting will be held on Monday, January 13th at 9:00 am.