

**Chesapeake Region Chapter
Board of Director's Minutes
June 5, 2024
9:00 am
Zoom meeting**

Attendance: James Anderson, President
Noni Roan, President-Elect
Hillary Collins, Secretary
Vicki Eaton, Vice-President
Cindy McKoin, Director
Gary Saylor, Director
B.K. Swartwood, Director
Gail Windisch, Director

Board Members Absent: Rebecca Clemson-Petrik, Treasurer

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 9:01 am.

Approval of Minutes

- Ms. Windisch **motioned** to approve of the Board of Directors meeting minutes dated May 1, 2024. Ms. Roan seconded. Ms. Eaton abstained from voting since she was absent for the May meeting. VOTE: (7-0-1). Motion passed.

Strategic Planning

- No update at this time

CED Management Report

- Ms. Lykins and Ms. Marsh put together the CED Management report on the following subjects: membership breakdown with numbers, social media/website/email engagement, Delmarva Golf Outing foursome and sponsorship sales, Delmarva Golf Outing financials, Delmarva Golf Outing foursome feedback, May 22nd Breakfast Seminar attendance and financials, May 22nd Breakfast Seminar survey responses, June 24th Norbeck Golf Outing foursome and sponsorship sales, Crab Feast registration and sponsorship sales, Marley Glen registrations, and the viewing statistics for the Beacon magazine.
- Ms. Lykins will reach out to the Breakfast Sponsors who did not attend on May 22nd without notice.
- The Board reviewed the Beacon Magazine viewing statistics and were concerned about how low they were. They would like the committee to review the statistics and discuss how they would like to proceed in 2025 since the Beacon requires a great deal of work and time.
- **Financial Report** – Ms. Lykins informed the committee that the 2023 year-end financials were completed but there were a few questions that were sent to the accountant that may include

some changes. Ms. Lykins will view the responses with Ms. Eaton and the finance committee and will send the financials to the Board when they are completed.

- Ms. Lykins is hoping to have a draft of the 2025 budget to the Board by the August meeting.
- Ms. Eaton noted that the Chapter is currently paying for credit card service fees when an attendee uses a credit card to register. Ms. Lykins will contact Glueup to see if this service charge can be added to the total amount when an attendee registers.
- Ms. Lykins will look into closing the SECU account.

Ms. Windisch left the meeting at 10:00 am.

Old Business

- **Chapter Policy Review**
 - Ms. Eaton **motioned** to approve the CED review form with the recommended changes and format edits. Ms. Swartwood seconded. VOTE: (7-0-0). All in favor. Motion passed.
 - Ms. McKoin will insert the updated CED review form into the Chapter policies.
- **Ratify – 2024 Expo – Board approved Sponsorships & Table/Booth pricing**
 - Ms. Eaton **motioned** to ratify the Board's approval of the 2024 Expo booth, table and sponsorship pricing. Ms. Swartwood seconded. VOTE: (7-0-0). All in favor. Motion passed.

New Business

- **Committee Action Items/Committee Discussion**
 - **Delmarva Ad-Hoc Golf Committee**
 - Ms. Eaton **motioned** to approve the committee request to have the 2025 Delmarva Golf Outing on Monday, May 5th. Ms. Swartwood seconded. VOTE: (7-0-0). All in favor. Motion passed.
 - **Expo Committee**
 - Ms. Eaton **motioned** to approve the 2024 Expo budget with the addition of a credit card service fee line. Ms. Swartwood seconded. VOTE: (7-0-0). All in favor. Motion passed.
 - Ms. Lykins will add a line to the budget for credit card service fees.
 - **Joint Chapter Committee**
 - Ms. Swartwood **motioned** to approve the Joint Chapter BBQ and Field Day venue as well as the \$750 deposit fee. Ms. Eaton seconded. VOTE: (7-0-0). All in favor. Motion passed.
 - **Social Committee**
 - Ms. Swartwood **motioned** to approve the 2024 Annual Social Theme, "A Winter Wonderland". Mr. Saylor seconded. VOTE: (7-0-0). All in favor. Motion passed.
 - Ms. Lykins will inform Eddie to include a line item for credit card service charge fees to the budget.
- **CED Retreat**
 - Ms. Eaton **motioned** to approve that Ms. Lykins attend the 2024 CED Retreat pending the 2023 year-end financial statement. Ms. Swartwood seconded. VOTE: (7-0-0). All in favor. Motion passed.

Ms. Windisch re-entered the meeting at 10:50 am.

- **TCP Event**
 - Mr. Anderson is looking for a volunteer to coordinate this event.
 - The Board agreed that there should be shorter sessions and hands-on stations.
- **Draft Calendar of Events**
 - The committee reviewed the 2025 draft calendar. Mr. Anderson asked the Board to review the calendar so that it can be reviewed further at the July meeting.
 - **Education Committee discussion** – The Board discussed having three in-person Breakfast Seminars and one Webinar. Due to low manager and homeowner attendance numbers, the Board agreed it may be beneficial to have two different locations for the in-person seminars. Mr. Anderson will share this with the committee and ask them their thoughts and to brainstorm locations.
 - Staff will discuss dates for the Seminars.
- **Board Retreat Agenda**
 - A sample agenda was included in the Board packet. Ms. Lykins asked the Board to review it and send her and Mr. Anderson any additional items they would like to address during the retreat. The Board will review the agenda at the July meeting.

Adjournment:

- Ms. Eaton **motioned** to adjourn the meeting at 11:31 am. Ms. Swartwood seconded.
VOTE (8-0-0). Motion passed.

Next meeting: The next Board meeting will be held on Wednesday, July 3, 2024, at 9:00 am via zoom.