

## **CAI CHESAPEAKE REGION CHAPTER**

### **Board of Director's Meeting**

**October 16, 2019**

**8901 Herrmann Drive, Suite B**

**Columbia, Maryland 21045**

**Call to Order** – Allen Mott called the meeting to order at 3:06 p.m.

### **Roll Call**

Board members present were Ruth Harlan, BK Swartwood, Gail Windisch, Allen Mott, Vicki Eaton, Bill Hasselman, Rod Clark (via phone) and Kerrie Zander.

Also present were Camille Cimino and Nan Blake.

Mr. Mott proposed to add agenda items Leadership Development, Community Outreach, Electronic Back up of Files, Policy of Coordinators being Presenters and Status of online registration for Gala. Additions were accepted by consensus.

### **Approval of the Minutes**

Ms. Eaton **motioned** to accept the minutes of the September 18, 2019 meeting as presented. Ms. Zander seconded. Approved with all in favor.

### **President's Report**

Mr. Mott recommended Board members review the San Antonio Chapter's website. It has many features the Chesapeake Chapter may want to include.

Mr. Mott received an email from a member who reported they did not receive a ballot. The mailing was outsourced using last year's mailing addresses. The item will be discussed later in the meeting.

### **CED MANAGEMENT & COMMITTEE REPORTS**

#### **Education (Bill Hasselman)**

- September 18<sup>th</sup> Breakfast Seminar: Financial Statement and Evaluation Results were included in the Board packet.
  - Ratings of '1' were received for the first time. The presenters gave their standard presentation and did not speak on the topics requested. The Board is still interested in pursuing 1 or 2 professional speakers for future programs.
- Planning Retreat Financial Recap was provided in the Board packet.
- September 21<sup>st</sup> Board Leadership Development Workshop – Financial Statement and Evaluation Results were included in the Board packet.
- Committee has not yet identified lead coordinators for Breakfast Seminars. The current policy is that coordinators are not presenters. They act as a committee to identify a speaker and provide the information to the Board.
  - ✓ By consensus, the Board agreed that a member may fill in as a coordinator as needed.
  - ✓ Board members will be emergency coordinators for seminars if needed.

- ✓ The request for coordinators will be resent to committee chair. Deadline for reply is extended from November 1st to November 8<sup>th</sup>.
- ✓ Ms. Cimino was asked to send any unfilled coordinator positions to the Board for review.
- ✓ Include draft presentation of upcoming programs with the Gala handouts.

**Expo: (Kerrie Zander)**

- There are approximately 400 individuals pre-registered. This is ahead of last year's numbers.
- Sponsorships Sales to date: 2019: 37 2018: 34; details provided in the Board packet.
- Sponsorships for Eastern Shore: 2019: 18 2018: 25; details provided in the Board packet.
- Membership table will be provided and National is sending two people.
- Ellen and Trent have done a run through. Trent will provide video and power point products. CAI is using the same AV company as last year.
- Mike Romano sent an email requesting additional information for handouts. Ms. Eaton provided multiple handouts to Ms. Cimino and Board members. The Board concurred with the materials provided.

**Membership & Marketing: (Ruth Harlan)**

- Meeting minutes were provided in the Board packet. No Board actions were requested.
- Total Members as of 9/30/18 – 1,026 - Total Members as of 9/30/19 – 1,148
- Breakdown: 584 CAVL 341 Managers 174 BP & 49 Mgt. Companies
- *Website Update* – Website recommendations from Matthew Dozier and the website matrix RFP were provided in the Board packet. The following information was sent to the Board electronically:
  - Committee Website Recommendation Survey
  - Elemental Consulting Proposal
  - Mount Vernon Proposal
  - New Media Proposal
  - RFP Pricing

Mr. Mott has spoken with the committee chair. Mr. Mott noted that it is late in the year to begin making major changes and proposed tabling the project until next year. The Board suggested recruiting individuals with technical abilities to stand up an ad hoc committee to move the project forward. The Board agreed to table discussion until after the Christmas holiday. Ms. Harlan will update the committee on the Board's actions.

- National has started a pilot program offering automatic membership renewal. If the program is successful, the Board would like to include this option, particularly for business partners.

**DelMarva:**

- Minutes of the previous meeting were not yet available.
- A second conference call will be scheduled for Thursday, October 17th.
- Preliminary plans are being made for 2020. It was suggested to hold 1 or 2 seminars in Delaware. Vendor Round Table was a popular presentation and will be offered again. The committee is working to develop additional topics.

- ✓ Ms. Cimino will research pricing to host an event.

**Newsletter:** (Gail Windisch)

- Newsletter is on schedule.

**Finance:** (Ruth Harlan)

*September Treasurer's Report*

|                             |              |                                                |
|-----------------------------|--------------|------------------------------------------------|
| SECU Checking               | \$104,733.03 |                                                |
| SECU Savings                | \$ 105.20    |                                                |
| 1 <sup>st</sup> National MM | \$ 2,025.05  | (Statement was unavailable for reconciliation) |
| Total:                      | \$106,863.27 |                                                |

Morgan Stanley:

|                    |              |
|--------------------|--------------|
| CDs                | \$200,000.00 |
| MM                 | \$ 50,000.00 |
| Interest           | \$ 5,118.61  |
| Credit Card Rebate | \$ 3,479.07  |

Combined Total \$365,460.95

|                 |              |
|-----------------|--------------|
| 2019 YTD Income | \$409,897.49 |
| 2019 Expenses   | \$342,333.65 |
| YTD Net Income  | \$ 57,931.23 |

As a result of transfer of mature CD – The cash balance is now \$90,510.

*Motions:*

- Ms. Harlan **motioned** to ratify the email motion to transfer funds from Morgan Stanley CD for \$40,000 that matured on October 3, 2019 to the Morgan Stanley Money Market Account. Ms. Eaton seconded. Motion passed with all in favor.
- Ms. Harlan **motioned** to ratify the email motion to pre-approve Chapter expense, not to exceed \$760.00, for additional personnel for the October 22<sup>nd</sup> EXPO. (Three persons for 8 hours @\$16.00 per hour and 1 photographer for 6 hours at \$375.00.) Mr. Hasselman seconded. Motion passed with all in favor.
- Ms. Harlan **motioned** to ratify the email motion to maintain the 2019 Platinum and Gold sponsorship rates and benefits and advertising rates for the Beacon and Directory for 2020 as set forth in the 2019 Sponsorship Opportunities brochure. Ms. Eaton seconded. Motion passed with all in favor.
- Ms. Harlan **motioned** to accept draft Form 990 Return of Organization Exempt from Income Tax provided by Anderson & Davis CPA for filing prior to November 15, 2019. Ms. Eaton seconded. Motion passed with all in favor.
- The following reports were included in the Board packet:
  - Year to Date Profit and Loss as of 9-30-19
  - Balance Sheet 9-30-19
  - October Treasurer's Report

- The following were mailed electronically:
  - SECU & 1<sup>st</sup> National Bank Statements and Morgan Stanley – September
  - All Programs September 2019
  - Profit Loss 9-30-19
  - Profit Loss all Programs YTD
  - All Programs Third Quarter as of 9-30-19
  - General Ledger Reports as of 9-30-19
  - Checks October 2019

**Annual Social:** (B.K. Swartwood)

- Minutes from the September 25<sup>th</sup> meeting were provided in the Board packet. Confirmation of the gift card value is requested
  - Ms. Windisch **motioned** to authorize the Annual Social committee to purchase Amazon gift cards in the amount of \$20 per card to be gifted to all active committee members. Ms. Eaton seconded. Motion passed with all in favor. Cards will be given out at the Gala with the committee to determine the method and mailed to members who do not attend the event.
- The invitation was mailed on October 11, 2019. Online registration should be available by Wednesday and information will be posted on the website.
- A flyer for the Gala will be included in Expo tote bags. Chesapeake Chapter forms should be available at the Gala.
- Committee members will be meeting at the venue on November 6<sup>th</sup> for review.
- A Sponsorship Sales Update was provided in the Board packet. An additional \$4,400 in sponsorship is needed. Ms. Harlan noted that offering an open bar this year has significantly increased the cost of the event. The committee will focus on recruiting additional sponsors after the upcoming Expo event.

**Golf:** (Camille Cimino)

No Report

**Nominating:** (Ruth Harlan)

- Ballots were mailed by September 30<sup>th</sup> and due back by November 4<sup>th</sup>. Greg Minkoff reported that he did not receive a ballot.
  - Ms. Harlan **motioned** to authorize the office to send a duplicate ballot to anyone reporting that they did not receive the original and that the Board will be notified when a duplicate ballot is provided. Ms. Eaton seconded, and the motion passed with all in favor.
- The Board appointed Ms. Harlan, Ms. Windisch and Ms. Zander to supervise the counting of the returned ballots with place and time to be determined by the volunteers and Ms. Cimino. Several Board members expressed interest in observing. Board will be notified of the date and time. Ms. Swartwood proposed that in the future the Board engage a third party to count ballots.

## OLD BUSINESS

- *Plaque Presentation* - Mr. Allen will reach out to Senator Kelley.
- There was no report from the Executive Session regarding the RFP Ad Hoc Committee.

## NEW BUSINESS

- *Electronic Back Up of Files* – The Chapter uses Microsoft 365 and Microsoft Onedrive (cloud).
- *Leadership Development* – Mr. Mott would like the Chapter to move forward with leadership development action which is encouraged by National and part of the President's training seminars. The Board agreed to stand up the ad hoc 'Leadership Development Committee'. Mr. Mott volunteered to organize the committee and will reach out to James Nies, Nicole Means and Kellie Gallman.
- *Community Outreach* – By consensus, the Board approved Ms. Harlan to begin a conversation with ARC on ways to support the organization. Another suggestion was to open opportunities for students to complete Howard County school volunteer hours.
- Mr. Mott asked to schedule time with Ms. Cimino to discuss transition items. Meeting was scheduled for Wednesday, October 23<sup>rd</sup>.
- Ad Hoc Charter Committee will be added to the October agenda.
- The topic of the Board discussing the Legislative issues that they would like the MD LAC to address in the 2020 session was tabled until the next meeting.
- Calendar of events was provided in the Board packet.

**ADJOURNMENT** Ms. Swartwood **motioned** to adjourn the Board meeting at 4:40 p.m. Ms. Windisch seconded. Motion approved.

The next Board of Directors meeting is scheduled for November 14, 2019, 3:00 p.m.  
8901 Herrmann Drive, Suite B  
Columbia, Maryland