

**Chesapeake Region Chapter
Board of Director's Minutes
June 17, 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
Rod Clark, Director
James Anderson, Director
Kelly Rae, Director
Kerrie Zander, Director

Stephen McConoughey, Chapter Executive Director
Angela Marsh, Office Manager

Call to Order:

The meeting was called to order by Ms. Eaton at 10:08 a.m.

Approval of Minutes:

- Ms. Harlan **motioned** to accept the minutes of the May 20, 2020 Board Meeting. Ms. Windisch seconded. VOTE: (6-0-0). Motion Passed. (Ms. Zander, Mr. Clark & Ms. Rapaport entered after this motion was 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:
 - The SECU checking account has been adjusted to reflect \$3200.00 in refunds made so far in June to Homeowner and Breakfast Seminar attendees who had previously registered.
 - On page 1 of the May balance sheet account #2001 notes open invoices that have been sent out through EventBank for Golf Outing foursomes and sponsorships.
 - As of May 31st, one breakfast sponsor has asked for a refund.
 - Board Liaisons should review their portion of event details and advise the finance committee of any questions.
 - EventBank will only reflect Credit Card payments. This allows for accurate tracking of FNBO Service Charges. Invoices paid by check are tracked by staff deposits.

- Ms. Harlan noted that she and Mr. McConoughey were still working through the budget and informed the Board that the Chapter will make it through the year financially.

June 17, 2020 Treasurer's Report (Through May 31, 2020)

SECU Checking	\$ 90,355.43
SECU Savings (for Office Lease)	\$11,552.76
TOTAL Operating Funds	\$101,908.19

Morgan Stanley (3 CDs @ \$40,000 each) Mature 4/21, 4/22, 4/23	\$125,782
Morgan Stanley (MM)	\$84,653
Morgan Stanley (Investment Gain/Loss)	
Credit Card Rebate (request check when Closed)	\$877.85
TOTAL	\$211,312.20
COMBINED TOTAL	\$313,220.39
Projected Liabilities Due to Lost Revenue	\$135,000.00
Assets after applying projected liabilities	\$178,220.30

Management Report (Mr. McConoughey):

Review of previous to do items:

- Ms. Swartwood will be providing staff with wording for the committee chairs to send out to committee members who have missed either two or three meetings. She will add verbiage that committee members who join after a few meetings have already been held, must read through prior meeting minutes.

Member Numbers/ Web Traffic/Email Update:

- Mr. McConoughey reviewed the Chapter membership numbers. The Chapter has increased its numbers by 2 since last month.
- The Chapter is maintaining a strong email open rate with website views having gone down. Mr. McConoughey believes that is due to events not being held this past month, however he went on to note that social media engagement has increased this month.
- The third Chapter e-newsletter was sent via email and postcards were delivered to homeowner members.

Seminar/Webinar updates:

- Breakfast seminar sponsors have all been notified of the format changes and new sponsorship benefits. One sponsor refund was requested as of May 31st.
- Mr. McConoughey informed the Board that the Delmarva committee will discuss a recommendation at the August meeting regarding holding the October Seminar as a webinar.

- The July 15th webinar is moving forward, and slides have been updated. A practice run will be held with the speakers. There are currently 20 people registered and the Chapter will be pushing for more registrations in the upcoming weeks.
- The speakers for the August 12th webinar are working on developing their materials. There are currently 7 people registered.

Golf Outing:

- All current golfers and sponsors have been contacted with the outing information and no refunds have been requested.
- As of today, the outing can hold 25 foursomes due to social distancing guidelines. 21 foursomes have been sold as of June 17, 2020.
- The committee will begin making calls to try to sell more sponsorships in the upcoming weeks.
- Ms. Eaton suggested that the Chapter have all attendees sign a waiver prior to the tournament. Ms. Rapaport suggested attaching the waiver to the rules and safety guidelines document.

Expo:

- Mr. McConoughey informed the Board that the virtual zoom platform test was successful and good feedback was given from those that attended.
- The email to recruit vendors will be sent out next week.
- Speakers have been selected and outlines are being worked on for committee review.

Membership Recruitment Plan/Contest:

- Mr. McConoughey informed the Board of a new recruitment plan staff prepared that will target managers and business partners to join the Chapter. The membership and marketing committee will identify:
 - 1) Business Partner industries that the Chapter lacks
 - 2) Management Companies that are not members.
- Committee members will be assigned to an industry and will research prospective companies in the Chapters designated areas.
- Staff will develop postcards to mail and the committee will follow-up with calls.
- Staff will send out a survey to managers asking them how many communities they manage that are not Chapter members.
- Staff will send out a survey to homeowners asking if their community is self-managed.
- Phase 1 of the recruitment plan will consist of the research of the membership and marketing committee on Business Partner industry segments.
- Ms. Swartwood suggested including testimonials from current members on the prospect mailings that are sent out.
- Mr. McConoughey stated that he believed the membership contest should be open to recruitment of all attendees to events rather than just non-homeowner members.
- Ms. Harlan motioned to approve the membership committee contest with the suggested edits to start July 1, 2020. Ms. Swartwood seconded. VOTE: (9-0-0). Motion Passed.
- Staff will be sending out the contest flyer to Business Partners and Management Companies this week.

The Beacon:

- Discussion regarding the Beacon has been tabled to the July meeting.

Additional Sponsorship Benefits

- Mr. McConoughey proposed the additional sponsorship benefits:
 - Breakfast Webinars
 - Opportunity for a sponsor to have 30-60 seconds to speak and then do a giveaway drawing
 - Social Media spotlight
 - 30-second commercial in a recorded webinar
 - Platinum and Gold Sponsors
 - Sponsor Spotlight in the Chapter E-newsletter
- Ms. Harlan **motioned** to include the additional sponsorship benefits as presented. Ms. Rae seconded. VOTE: (9-0-0). Motion Passed.
- The Board agreed by consensus it would be beneficial to reach out to all current Platinum, Gold and Breakfast sponsors and have staff send thank you cards.
- **Staff** is tasked with sending the Board a list of all the benefits the sponsors will receive this year.
- **Staff** will send the Board a chart of sponsor contact information and the **Board** will be responsible for volunteering to reach out to specific companies.

Proposed Plan Remaining 2020

- Mr. McConoughey reviewed the plan for Quarter 3 and 4. Quarter 3 will consist of outreach and relationship building, data gathering and laying the groundwork for 2021. Quarter 4 will focus on strategic planning for 2021 and beyond.

Old Business:

- **Mr. McConoughey and Ms. Rapaport** will work together with the company who has been reviewing the employee handbook to confirm the sick/safe leave policy, the salary deduction policy vs. overtime and the arbitration policy.
- **Mr. McConoughey** will confirm any additional costs for making these updates.

New Business:**Action Items from Committees:**

- Ms. Eaton **motioned** to approve the golf committee request to purchase Buddy Shields for the Golf Outing not to exceed the amount of \$2,300. Ms. Windisch seconded. VOTE: (9-0-0). Motion Passed.

Stimulus – 501(c)6 organizations continue to be left out of the stimulus package, but Ms. Rapaport informed the Board that a congressman is trying to include these organizations in future discussions.

Expo

- **Mr. McConoughey** will send out the Q&A chat session from the Expo virtual zoom testing.

- Ms. Swartwood **motioned** to approve the vendor price for the Expo at \$500 and the sponsor price at \$300. Mr. Clark seconded. VOTE: (9-0-0). Motion Passed.
- Additional discussion regarding the contact information of attendees that will be sent to vendors will be discussed at the next meeting.
- Staff will ensure that attendees are notified of any contact information that will be shared with vendors.
- Ms. Rapaport **motioned** to approve the following pricing for the 2020 Expo:
 - CAI Member Homeowners - \$15.00
 - CAI Member Managers and Business Partners - \$30.00
 - Non-Member CAI Homeowners - \$25.00
 - Non-Member CAI Managers and Business Partners - \$40.00
 Ms. Windisch seconded. VOTE: (9-0-0). Motion Passed.
- Non-vendor Business Partner attendees will not be permitted to attend a competitor's breakout session.

PMDP Case Study

- **Staff** will prepare a survey to be sent to managers regarding which 2021 PMDP classes they are most interested in taking. Mr. McConoughey, Ms. Eaton and Ms. Windisch will work together to prepare the list of requested Chapter classes for 2021 and send it to National.

Adjournment:

The committee went into Executive Session at 12:15 pm.

Next meeting:

Next Board Meeting - Wednesday, July 15th via conference call.