

**Chesapeake Region Chapter
Board of Director's Minutes
Wednesday, February 7, 2024
9:00 am
Zoom meeting**

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

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

CAI Members: Michelle Jones, Manager & Donna Clayton, Homeowner/Board Member

Call to Order

The meeting was called to order by Mr. Anderson at 9:02 am.

Approval of Minutes

- Ms. Swartwood **motioned** to approve the Board of Directors meeting minutes dated January, 3 2024. Mr. Saylor seconded. VOTE: (7-0-0). Motion passed.

Ms. Eaton & Ms. Roan joined the meeting

Strategic Planning

- The Board agreed that our focus this year needs to remain on getting more Chapter members involved and engaged.
- The Board discussed the benefit of highlighting long-term members and sponsors in the Beacon and/or on social media.
- There was discussion that Beacon Magazine views are low, and the committee needs to brainstorm additional ways to grab the membership's attention so they will become more attracted to reading it. Ms. Marsh suggested highlighting specific articles on social media and via email. Ms. Swartwood suggested adding the Beacon link to other Chapter email blasts.

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, update from Charting Your Course and the January Homeowner Webinar, 2024 sponsorship update, registration numbers for the February 21st Webinar, March 20th Breakfast Seminar and Delmarva Breakfast Seminar Sponsorship sales and the 2023 Chapter Year in Review from CAI National.

Old Business

- **HR Job descriptions**
 - Ms. McKoin **motioned** to approve the Chapter's Executive Director, Marketing & Events Manager, and the Administrative Specialist job descriptions. Ms. Windish seconded. VOTE: (9-0-0). Motion passed.
- **Chapter Policy Review**
 - Ms. Lykins will send the HR performance review form and the Chapter's current performance review form to Ms. McKoin, Ms. Eaton, and Ms. Swartwood for review. The final review will need to be in the Board packet for review at the March Board meeting.
 - Ms. McKoin will add the Chapter's mission, vision, and purpose to the statement portion of the policies.
 - Ms. McKoin will add the committee code of conduct to the policies. All codes of conduct included in the policies will be placed under the same section.
 - Ms. Marsh will begin to add the attendee code of conduct to all event registrations. The verbiage *Note: The person registering attendees, other than themselves, acknowledge they are solely responsible for providing the above information to their registrants* will be added to the attendee code of conduct and suitcasing policy.
 - Ms. McKoin **motioned** to remove the attendee/sponsor/presenter restrictions paragraph and to vacate the February 2022 approved motion to send virtual backgrounds from sponsors to use during the webinar from Section 8 in the policies - Virtual Events. Ms. Swartwood seconded. VOTE: (9-0-0). Motion passed.

New Business

- **Committee Action Items**
 - **Delmarva Golf Ad-Hoc Committee**
 - Ms. Eaton **motioned** to approve the Ad-Hoc Committee's proposed budget, sponsorship list and request to raise the foursome pricing from \$625 to \$650. Ms. Swartwood seconded. VOTE: (9-0-0). Motion passed.
 - **Expo Committee**
 - The Board approved by consensus that before they approve the Expo topic *A Deep Dive into Association Finances*, they would like to see a preliminary outline of the presentation and format.
 - **Legislative Committee**
 - Ms. Eaton **motioned** to approve the Legislative Committee's request to send a support letter to Councilman David Marks showing support for Bill 103-23. Ms. Swartwood seconded. VOTE: (9-0-0). Motion passed.
 - **Membership Committee**
 - The Board agreed by consensus that if a membership committee member would like to collaborate with a homeowner/board member to write an article involving activity within their community, it may be submitted to the magazine committee for review.
- **Black Diamond Catering Contract**
 - Mr. Saylor **motioned** to approve the Black Diamond Catering Contract for the Delmarva Golf Outing. Ms. Eaton seconded. VOTE: (9-0-0). Motion passed.

- **Princess Royale Contract**
 - Ms. Swartwood **motioned** to approve the Princess Royale Contract for the 2024 Delmarva Expo. Ms. Eaton seconded. VOTE: (9-0-0). Motion passed.
- **Insurance Renewal**
 - Ms. Eaton **motioned** to ratify the Board's decision to renew the Chapter insurance. Ms. Swartwood seconded. VOTE: (9-0-0). Motion passed
- **Putting on the Ritz Menu – March 20th**
 - The Board reviewed the menu for the March 20th Breakfast Seminar.
- **SECU Account**
 - Ms. Eaton **motioned** to change the signatories on the Chapter's SECU account to the Chapter Executive Director, Valerie Lykins, the Chapter President, James Anderson, and the Chapter Treasurer, Rebecca Clemson-Petrik. The Chapter Vice-President, Vicki Eaton will be removed as a signatory. Ms. McKoin seconded. VOTE: (9-0-0). Motion passed.
- **Morgan Stanley Account**
 - Ms. Eaton **motioned** to make the signatories on the Morgan Stanley account the Chapter Executive Director, Valerie Lykins, the Chapter President, James Anderson, and the Chapter Treasurer, Rebecca Clemson-Petrik and to remove account access from anyone that was previously listed as a signatory. Ms. McKoin seconded. VOTE: (9-0-0). Motion passed.
- **Other New Business**
 - Mr. Saylor discussed the idea of Board Members, Managers and Committee Members going around visiting Management Companies and Associations and giving a brief CAI presentation in order to get more people engaged and promote the benefits of being a member.

Ad-Hoc Committees

- **Committee Awards**
 - The Board would like the awards committee to meet and finalize an outline for the award criteria to bring to the Board at the March meeting.
- **Joint Chapter**
 - Ms. Lykins is working on finalizing the Chapter social committee representatives and will be scheduling a meeting with Jamie soon.
- **VLR**
 - Mr. Anderson, Ms. Lykins and Mr. Saylor have been attending the VLR committee meetings.

Adjournment:

- Ms. Swartwood **motioned** to adjourn the meeting at 11:14 am. Ms. Eaton seconded. VOTE (9-0-0). Motion passed.

Next meeting: The next Board meeting will be held on Wednesday, March 6, 2024, at 9:00 am via zoom.

Board minutes were approved unanimously by the Board via email on Friday, Feb 9, 2024.