

**Chesapeake Region Chapter
Board of Director's Minutes
July 15, 2020
2:00 pm
Conference Call**

Attendance: Vicki Eaton, President
Gail Windisch, President Elect
Susan Rapaport, Vice-President
Ruth Harlan, Treasurer
B.K. Swartwood, Secretary
Kelly Rae, Director
Kerrie Zander, Director

Absent: James Anderson, Director
Rod Clark, Director

Chapter Staff: Stephen McConoughey, Chapter Executive Director
Angela Marsh, Office Manager

Call to Order:

The meeting was called to order by Ms. Eaton at 2:18 pm.

Approval of Minutes:

- Ms. Windisch **motioned** to accept the minutes of the June 17, 2020 Board Meeting. Ms. Harlan seconded. VOTE: (7-0-0). Motion Passed

Committee Reports:

- The Board agreed to have a discussion with the chairs and vice-chairs regarding how to move forward with committee members who have missed three or more committee meetings during the scheduled meeting call on July 28, 2020.
- Mr. McConoughey informed the Board that the Delmarva committee reviewed holding the October Roundtable Breakfast Seminar as a zoom webinar. The final decision will be made in their August meeting. Staff will be reaching out to the sponsors letting them know what benefits they will be receiving with the new webinar format. Mr. McConoughey informed the Board that the Chapter may have some Sponsors ask for a refund since the Seminar is no longer being held in person.

Treasurer's Report (Ms. Harlan):

- Ms. Harlan reviewed the treasurer's report and noted a few specific details:
 - The Chapter 990 has been submitted by Anderson Davis CPS to the IRS.
 - The Chapter Revenue will be recognized at the time of a specific event. For example, Golf foursomes and sponsorships will be listed as liabilities until the event happens. Chapter expenses are recognized at the time they happen.

- Mr. McConoughey will start requesting quarterly credit card rewards from Capitol One. By 2021, the Chapter will move to a Capitol One business card.

July 15, 2020 Treasurer's Report (Through June 30, 2020)

SECU Checking	\$ 85,008.80
SECU Savings (for Office Lease)	14,415.12
TOTAL Operating Funds	\$99,423.92

Morgan Stanley (3 CDs @ \$40,000 each) Mature 4/20,4/21,4/22,4/23	\$120,000.00
Morgan Stanley (MM)	90,556.47
Morgan Stanley (Investment Gain/Loss)	
Credit Card Rebate (request check when Closed)	877.85
TOTAL	\$211,434.32
COMBINED TOTAL	\$310,858.24
Projected Liabilities Due to Lost Revenue	\$135,000.00
Assets after applying projected liabilities	\$175,858.24

Management Report (Mr. McConoughey):

Review of previous to do items:

- (Ongoing) Mr. McConoughey will confirm the additional costs for the employee handbook.
- The survey to managers asking them how many communities they manage and if their communities are members of the Chapter will be sent out in Quarter 3.
- The survey to homeowners asking if their community is self-managed will be sent out in Quarter 3.
- Mr. McConoughey will send Ms. Harlan the Q&A from the Expo virtual zoom testing.

Member Numbers/ Web Traffic/Social Media/Email Update:

- Mr. McConoughey reviewed the Chapter membership numbers. The Chapter has decreased its numbers by 27 since last month. The Chapter is down 4% since February which tracks closely to CAI National and the Washington Metro Chapter member numbers.
- The Chapter is maintaining a strong email open rate with a 29% open rate for June.
- The Chapter Facebook campaign reached over 1,000 people. The Chapter is adding more posts to their LinkedIn page.
- All Chapter Breakfast Sponsors will be receiving a social media spotlight.

Seminar/Webinar updates:

- The Chapter had 91 people register for the July 15th Breakfast Webinar with 76 people in virtual attendance. The Board agreed that the webinar went very well. Staff will be sending out a feedback survey to all attendees.
- There are 13 people registered for the August webinar as of today. Staff will be pushing registrations in the upcoming weeks. Mr. McConoughey has a meeting with the speakers

and coordinators on July 21st. Mr. McConoughey noted that most of our July registrations came in very late.

Golf Outing:

- As of 7-15-20, the Golf Outing can now hold 32 foursomes instead of 25. The golf committee currently have 24 sold.
- The committee will begin making calls to Business Partners to try to sell more sponsorships and foursomes in the upcoming weeks.
- Mr. McConoughey informed the Board that the Chapter needs to purchase 70 buddy shields for the tournament rather than 40. The first set of buddy shields were stated at a cost of \$51 per piece, however it was discovered that those did not fit in the carts. The new set of buddy shields will cost \$98 per piece. Mr. McConoughey will send the specs and additional information on the buddy shields to Ms. Rae for review. Ms. Eaton motioned to approve the golf committee request to purchase 70 Buddy Shields for the Golf Outing at a cost of \$98 per piece. Ms. Rae seconded. VOTE: (7-0-0). Motion Passed.

Expo:

- Mr. McConoughey informed the Board that the Chapter has 15 virtual exhibitors signed up.
- The first walk through of the Expo will take place at the Expo committee meeting on August 11th.

Memberships:

- Mr. McConoughey stressed the importance of the messaging to our current members to try to get them to renew. This will be discussed in more depth at the committee and vice-chair committee meeting on July 28th.

The Beacon:

- The Chapter will continue to print the Beacon in 2020 and send to our Homeowner members. It will be available digitally for Managers and Business Partners. The Board will consider moving to all digital in 2021.

Proposed Planning 2021:

- 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:

Board Sponsorship Calls:

- The Board gave their report on the sponsorship calls they have been making. They will continue to follow-up with those they have not heard back from.

Committee/Vice Chair meeting agenda:

- The chairs and co-chairs will begin the meeting with an overview of what they have been working on for the first half of the year. The main focus of this meeting will be to focus on areas that committees may be able to collaborate.

New Business:

Mentoring Program:

- The committee will revisit the idea of a mentoring program in 2021. Ms. Harlan will put together a listing of the types of programs that were done in the past within the membership committee.

Action Items from Committees:

- Golf Committee – The buddy shields motion was made previously during the Management Report.
- Social Committee:
 - Ms. Zander motioned that the Chapter purchase a CAI backdrop not to exceed \$400. Ms. Eaton seconded. VOTE: (7-0-0). Motion Passed
 - Ms. Eaton motioned to cancel the 2020 Annual Social. Ms. Rapaport seconded. VOTE: (7-0-0). Motion Passed
 - Ms. Harlan motioned the Chapter participate in a virtual food drive with the Maryland Food Bank. Ms. Rapaport seconded. VOTE: (7-0-0). Motion Passed. The Board agreed by consensus to allow the DC Chapter to partner with the Chesapeake Chapter on the virtual food drive.

Stimulus:

- Ms. Rapaport motioned that Mr. McConoughey is authorized submit the PPP application if 501(c)6 organizations are included. Ms. Harlan seconded. VOTE: (7-0-0). Motion Passed

Remaining 2020 Events:

Homeowner Seminars

- Ms. Rapaport motioned to push the October and November 2020 homeowner seminars to 2021. In lieu of the seminars this year, the Chapter will offer some handout material on these topics on the website. Ms. Windisch seconded. VOTE: (7-0-0). Motion Passed

Breakfast Webinars

- Ms. Harlan motioned to offer a \$5.00 off promo code for the remaining webinars. Ms. Eaton seconded. VOTE: (7-0-0). Motion Passed
- The Board agreed by consensus that the September Breakfast webinar will be changed to the “Working from Home” seminar created by Ms. Roan.
- “The Bidding Process” will remain as the November Webinar.

Board Leadership Development Workshop

- The Board **agreed by consensus** that the Board Leadership Development Workshop will now be held virtually on Friday, September 11th and Saturday, September 12th from 9:00 – 12:00. The speakers have been notified of this change.

Expo

- The Board **agreed by consensus** that the Chapter will limit the number of exhibitors until registration for attendees opens. Staff will keep a waiting list of those who wish to exhibit after the cut off number is reached.
- Ms. Zander **motioned** to offer an early bird rate of \$5.00 off for attendees. Ms. Windisch seconded. VOTE: (7-0-0). Motion Passed

Social

- The Board previously motioned to cancel the 2020 Annual Social. Some ideas for social events could be virtual happy hours, bingo, trivia, etc.

Adjournment:

The committee went into Executive Session at 4:45 pm.

Next meeting:

Next Board Meeting – TBD via conference call.