

**Chesapeake Region Chapter
Board of Director's Minutes
October 21, 2020
9:30 am
Conference Call/Zoom Meeting**

Attendance: Vicki Eaton, President
Gail Windisch, President-Elect
Susan Rapaport, Vice-President
Ruth Harlan, Treasurer
B.K. Swartwood, Secretary
James Anderson, Director
Rod Clark, Director
Kelly Rae, Director
Kerrie Zander, 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 9:05 am.

Approval of Minutes:

- Ms. Windisch **motioned** to accept the minutes of the August 13, 2020 Board Meeting.
Mr. Anderson seconded. VOTE: (9-0-0). Motion Passed
- Ms. Windisch **motioned** to accept the minutes of the September 23, 2020 Board Meeting.
Ms. Rae seconded. VOTE: (9-0-0). Motion Passed

Committee Reports:

Membership Committee

- Ms. Eaton asked if **Mr. Anderson** would follow-up with Mr. Bridge regarding asking Mr. Mackenzie to be the membership vice-chair.

Treasurer's Report (Ms. Harlan):

- Ms. Harlan reviewed the updated financial report through September 30, 2020.

October 2020 Treasurer's Report (Through September 30, 2020)

SECU Checking	\$ 41,836.40
SECU Savings (for Office Lease)	23,005.23
TOTAL Operating Funds	\$ 64,841.63

Morgan Stanley (3 CDs @ \$40,000 each) Mature 4/20,4/21,4/22,4/23	\$120,000.00
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Morgan Stanley (MM)	90,815.72
Morgan Stanley (Investment Gain/Loss)	
Credit Card Rebate (request check when Closed)	1.642.60
TOTAL	\$212,458.32
COMBINED TOTAL	\$277,299.95
Liabilities	\$ 80,292.00
Assets after applying liabilities	\$197,027.95

- Mr. McConoughey informed the Board that the Chapter received the COVID relief grant for \$10,000 from the State of Maryland and it has been deposited. It is not reflected in this financial report.
- Financial Report Clarifications
 - In Account 6205 (Misc.) there was a \$530.00 charge for Employee Handbook – Attorney Review & a \$78.44 charge for Ice (Golf). They have been coded to the correct account.
 - Account 6125 has been renamed to Credit Card Fees from FNBO.
 - There are three outstanding checks for \$190.00 to reconcile.
- Mr. Frey and Mr. McConoughey continue to work with EventBank/PayGage to develop procedures to make transactions weekly and are hoping to have this finalized by the end of the year. This will make the process easier for audit review.
 - Some concerns are:
 - EventBank/GlueUp and PayGage recognize difference reference names so the charge is being made in name of the card holder rather than the attendee. This is requiring additional effort and research to reconcile.
 - There is some difficulty tracking refunds and locating the event between PayGage and EventBank/GlueUp.
 - There are some discrepancies in amount between the two software's.
- Ms. Eaton **motioned** that the Board authorizes the treasurer and Chapter Executive Director the authority to make a transfer not to exceed \$50,000 from the Morgan Stanley Money Market account to the checking operating expenses account. Mr. Clark seconded. VOTE: (9-0-0). Motion Passed

2021 Budget

- Mr. McConoughey reviewed the 2021 proposed budget vs. actual numbers for 2020.
- Mr. McConoughey informed the Board that the shift in the proposed 2021 income budget numbers are due to the expected decrease in 2021 membership income and an expected increase in the breakfast seminar and annual sponsorships (diamond, platinum & gold). He stated that the Chapter will have more information over the next few months after launching the sponsorship opportunities to the membership.
- Mr. McConoughey stated that the shift in the 2021 budget expenses are due to an additional part-time employee being hired, the lease, and the beacon printing moving fully to virtual.
- Ms. Harlan asked that the Board strongly consider moving the Beacon newsletter publication to all virtual. Ms. Marsh informed the Board that there have been no

complaints from people who started to only receive the Beacon virtually this year. Ms. Harlan noted that advertisers now have direct links to their company websites from their ads which is an added benefit for them.

- Ms. Rapaport informed the Board that since the last meeting when the Board discussed approaching the landlord (MSDA) regarding the possibility of terminating the office space lease, Mr. McConoughey received an email stating that the other tenant of the building (Equinox) was interested in buying out the Chapter's current space. Ms. Rapaport, Mr. McConoughey, Ms. Harlan, Ms. Eaton and Mr. Mott had a meeting with the broker and the landlord (MSDA). One issue that was discussed was that CAI invested a large sum of money to build out the initial office space. Equinox toured the space again on Tuesday (10/20) with an architect and engineer before they present the landlord a proposal. The Chapter is waiting to hear back from MSDA. Equinox is also interested in possibly purchasing the Chapter's furniture. Ms. Rapaport stated that it does look like there is a possibility of terminating the lease.
- Ms. Eaton stated that if the Chapter terminates the lease, the budgeted expense would not go down entirely because of the cost of needing meeting space for staff to meet as needed, for quarterly committee meetings and for other in person meeting needs. The Chapter would also have to purchase storage space as another expense.
- Ms. Eaton recommended that before the 2021 budget is approved, the Board needs more information on:
 - The newsletter sub-committee's discussion on the Beacon becoming an all virtual publication.
 - The lease proposal and how the Chapter will move forward
 - The needs for hiring a part-time employee

Management Report (Mr. McConoughey):

Review of previous to do items:

- Ms. Eaton asked that Mr. McConoughey keep any ongoing or outstanding items on-the main action item list for the Management report moving forward. Ms. Marsh will review action item lists and add any outstanding items to the October list.
- Ms. Rapaport notified the committee that there is nothing in the corporate statute that deals with electronic voting.
- Mr. Anderson stated that he had made the Board's edits to the strategic plan since the last meeting.
- Mr. Swartwood and Mr. Anderson will have a meeting with Mr. McConoughey and Ms. Marsh to discuss the need for additional personnel before the November meeting.

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

- Mr. McConoughey reviewed the Chapter membership numbers. The Chapter has increased by two members from last month and are now at 1,101.
- Mr. McConoughey discussed the possibility of separating the marketing and membership committees. Three people have reached out noting interest in joining the marketing committee.

- The Chapters social media engagement has increased significantly from August to September-23. Facebook posts in September reached approximately 2,030 people and website traffic has been steady through August and September.

September 24th Trivia Happy Hour

- The trivia happy hour was led by Charm City Trivia and was a fun and engaging event. This event cost the Chapter \$275. The event had low attendance with only 17 attendees.
- This event helped increase the Chapters overall donations to the Maryland Food Bank to \$1,500.

September 30th Breakfast Webinar

- The “Working from Home Webinar” on September 30th received great feedback and interaction from attendees. The overall survey results were ranked above average. The Board agreed that this was one of the better programs of the year.

October 16th Delmarva Roundtable

- There were 60 people registered for the Delmarva Roundtable webinar.
- The program seemed to go very well. Mr. McConoughey will send the survey results to the Board after the survey is closed.
- One issue that has occurred during Chapter webinars, is that some sponsors who volunteer for a breakout room do not show up on the day of the webinar. For 2021, Mr. McConoughey recommends that the Chapter include a statement that reads, “if you do not log into the webinar 5 minutes prior to the webinar start, you will not be given a breakout room”.
- The Board suggested that staff send sponsors some pointers and tips on how to be more interactive with the attendees in their breakout room. Mr. McConoughey and Ms. Marsh will send any additional instructions to the Expo exhibitors before next week. They have previously sent emails and had zoom calls with the exhibitors.
- The Board suggested splitting up Board members between the breakout rooms in the future.

October 27th Expo

- There are currently 77 registrants for the Expo.
- Staff has sent email updates to the waitlist exhibitors, current exhibitors and registered attendees.
- Mr. McConoughey informed the Board that all industry segments received a good response from attendees except for Management Companies. Tidewater Property Management has decided to become a sponsor rather than an exhibitor so Community Association Underwriters will take their place.
- Homeowners will be placed in the Management Co. Breakout rooms first.

Social and Charity Events

- The Board agreed by consensus to recommend that the social committee refocus their December mixology happy hour to a January mixology event combined with an event similar to “Jump Start January”. This will give committee chairs an opportunity to

introduce themselves, discuss their committees mission and goals and kick off the new year.

Education Retreat and Annual Meeting

- The Educational Planning Retreat will be held on November 9th and the Annual Meeting will be held on December 11th. Emails will be sent out to the membership.

Beacon Advertising Rates

- The Board **agreed by consensus** that after the newsletter subcommittee discusses having the Beacon go entirely virtual, that the entire committee discuss advertising pricing at their next meeting and bring it to the Board as a recommendation for the November meeting.

Old Business

Sponsorship pricing

- Ms. Eaton **motioned** to ratify the Diamond level sponsorship pricing from \$6,000 to \$5,000. Ms. Swartwood seconded. VOTE: (7-0-0). Motion Passed. (Ms. Harlan and Mr. Clark were not present to vote.)

Nominating Committee

- Ms. Windisch gave an update stating the nominating committee has met and there is one homeowner who has expressed interest in running, however her application has not been received.
- Once all candidate information is received, Mr. McConoughey will send it to the electronic voting company.

Strategic Planning

- Mr. Anderson informed the Board that the strategic planning committee has compiled all of the committee S.W.O.T. analysis. The committees next plan of action is to brainstorm how to solve or eliminate some of the weaknesses expressed. Many of the committees have common trends in their analysis. This report will be ready for the Board by the November meeting.

LAC Update

- Ms. Rapaport informed the Board that the afternoon session of the Expo has now been combined to a LAC/COVID-19 session since many of the issues that LAC are facing are related to COVID.
- Ms. Rapaport is working on getting together the LAC Committee for the Chapter. Ms. Swartwood and Ms. Harlan have expressed interest in being on the committee.

New Business

Action items from committees

Delmarva committee

- Ms. Rapaport **motioned** to approve that the Delmarva committee continue to hold events at the Clarion which will implement a \$500 meeting room fee beginning in 2021. Mr. Anderson seconded. VOTE: (7-0-0). Motion Passed.

Business Partner's giving educational sessions

- Mr. McConoughey informed the Board that Business Partners are able to give educational sessions that offer continuing education credits.

2021 Calendar

- **Mr. McConoughey** will add the PMDP courses to the calendar.
- Ms. Rapaport **motioned** to move the tentative November Breakfast Seminar to Tuesday, September 7th. Ms. Swartwood seconded. VOTE: (7-0-0). Motion Passed.
- Ms. Eaton suggested moving the tentative Board Leadership development workshop course from November 12-13 to November 5-6 due to Veteran's Day. **Mr. McConoughey** will check with the speakers about these dates.
- The Board agreed to the December 10th Annual Social date. **Mr. McConoughey** will contact Savage Mill regarding their availability.
- The Board agreed that the events for the first half of the year will most likely be held virtually.

Expo Additional Item

- Ms. Zander **motioned** that no Expo presenter may have a personal company backdrop while they are speaking but they are able to wear their company logoed attire. Ms. Rae seconded. VOTE: (7-0-0). Motion Passed.

Adjournment:

Ms. Swartwood **motioned** to adjourn the meeting at 11:57 am. Ms. Windisch seconded. VOTE: (7-0-0). Motion Passed.

Next meeting:

The next Board meeting will be held on Thursday, November 19th at 9:30 am.