

**Chesapeake Region Chapter  
Board of Director's Minutes  
Wednesday, October 20, 2021  
9:30 am  
Conference Call/Zoom Meeting**

**Attendance:** Gail Windisch, President  
Susan Rapaport, President-Elect  
B.K. Swartwood, Vice-President  
Vicki Eaton, Treasurer  
Rebecca Clemson-Petrik, Director  
Cindy McKoin, Director  
Kelly Rae, Director

**Absent:** Rod Clark, Director  
James Anderson, Secretary

**Chapter Staff:** Stephen McConoughey, Chapter Executive Director  
Angela Marsh, Marketing and Events Manager

**Call to Order**

The meeting was called to order by Ms. Windisch at 9:33 am.

**Approval of Minutes**

- Ms. Eaton **motioned** to approve the Board of Directors meeting minutes dated September 8, 2021. Ms. McKoin seconded. VOTE: (7-0-0). Motion Passed.
- Ms. Eaton **motioned** to approve the Board of Directors meeting minutes dated October 7, 2021. Ms. McKoin seconded. VOTE: (7-0-0). Motion Passed.
- Ms. Marsh is **tasked** with adding the September 8, 2021 & October 7, 2021 Board minutes to the website.

**Treasurer's Report**

**October 2021 Treasurer's Report (through September 30, 2021)**

SECU Checking	\$90,069.97
SECU Savings (for Office Lease)	\$82,647.82
SECU Business Money Market Security Deposit	\$2,623.51
<b>TOTAL Operating Funds</b>	<b>\$175,341.30</b>

Morgan Stanley (3 CDs @ \$40,000 each, 1 CD @ \$45,000) Mature 4/22, 11/22, 4/23,4/24	\$165,000.00
Morgan Stanley (MM)	\$80,749.94
Morgan Stanley (Investment Gain/Loss)	
Credit Card Rebate	\$1,260.93
<b>TOTAL</b>	<b>\$247,010.87</b>
<b>COMBINED TOTAL</b>	<b>\$422,352.17</b>
<b>Liabilities</b>	<b>\$127,611.55</b>
<b>Assets after applying liabilities</b>	<b>\$294,740.62</b>

## Strategic Planning Report

- Ms. Eaton **motioned** to approve the Chapter's Strategic Planning Report. VOTE: (7-0-0). Motion Passed.

## CED Management Report (Mr. McConoughey)

- Mr. McConoughey informed the board there may be business development lunches held between now and the rest of the year with current Diamond Sponsors and the Chapter CED.
- Mr. McConoughey is **tasked** with sending Ms. Eaton the Chapter working calendar with contract dates for review.
- Staff is **tasked** with getting pre-orders by members for Chapter T-shirts by the end of the year.
- **Membership**
  - The Chapter is currently at 1,218 members which is an increase of 21 members from September and an increase of 117 members from September 2020.
- **Social Media**
  - Website traffic for September increased significantly due to the Annual Expo.
  - Social media engagement on Facebook has plateaued for September. The Chapter LinkedIn followers has increased by 10 people since August.
- **Implementing LMS**
  - The Chapter's first LMS classes were created for the Delmarva Breakfast Seminar and the September "Emergency Preparedness" Breakfast seminar. No courses have been completed. Mr. McConoughey will be resending the links for the courses to attendees.
- **Past Event Reviews**
  - **September 17<sup>th</sup> Delmarva Breakfast Seminar** – The Delmarva Breakfast Seminar "Monitoring Your Building's Structural Safety" received outstanding reviews and feedback overall.
  - **September 12<sup>th</sup> Breakfast Seminar** – The Breakfast Seminar "Emergency Planning" received great feedback for speakers and content.
    - Mr. McConoughey will be speaking to the Merriweather about sending different sponsorship layouts to review for the November event.
- **Upcoming Seminars**
  - Staff will be sending out additional campaigns and social media posts to promote the November 3<sup>rd</sup> Breakfast Seminar and the November 12<sup>th</sup> Eastern Shore Mini-Expo.
- **Storage Unit**
  - The Chapter will begin renting out a storage unit in Mid-November. Staff will create and keep an ongoing inventory list of everything that is in the unit.

## Old Business

### Policies

- **Expense Reimbursement Policy**
  - Ms. Eaton **motioned** to approve the expense reimbursement policy as amended. Ms. McKoin approved. VOTE: (7-0-0). Motion Passed.
- **Travel Reimbursement Policy**
  - Ms. Eaton **motioned** to approve the travel reimbursement policy as amended. Ms. Swartwood seconded. VOTE: (7-0-0). Motion Passed.
- The remaining policies will be reviewed at the November Board meeting.
- **Bylaw Amendments** – Ms. Rapaport is **tasked** to draft and review the bylaw amendment.
  - The Board is asking the nominating committee to discuss adding additional clarification on the Chapter ballot regarding how many members can be voted for based on their membership type and the number of open seats on the Board. After the nominating committee discussion, the Chapter bylaws will be updated and amended accordingly.

## **New Business**

- **Annual Report**
  - Ms. Eaton **motioned** to approve the Annual Report contract from CBD-X. Ms. Swartwood seconded. VOTE: (7-0-0). Motion Passed.
- **Virtual Annual Meeting**
  - **Agenda**
    - Add announcement of Chapter awards to the President's report.
    - Add President-elect remarks after announcement of the vote.
  - The virtual Annual Meeting will be held on Friday, December 3, 2021, at 3:00 pm via zoom with a virtual social to follow.
- **Recruiter of the Year**
  - The recruiter of the year will be announced at the Annual Meeting.
  - The cut-off date for the recruitment contest is October 31, 2021.
  - Staff will promote the contest in the upcoming e-newsletter.

*(Ms. McKoin left the meeting at 11:15 am)*

- **Executive Director Laptop**
  - The Board **agreed by consensus** that Mr. McConoughey may purchase a new laptop.
- **2022 Budget**
  - Ms. Eaton reviewed the 2022 Chapter draft budget. The budget will be finalized at the November meeting.
  - The Board is **tasked** with reviewing the budget and sending any questions they may have to Ms. Eaton, Mr. McConoughey, or Ms. Clemson-Petrik.
- **First Right of Refusals for Sponsors**
  - Ms. Eaton **motioned** that Chapter Diamond Sponsors be given the opportunity for first selection of one sponsorship for the Golf Outing, Annual Expo & Annual Gala provided they respond within a seven-day turnaround. After seven days, the remaining sponsorships will be open to all members on a first come first serve basis. All other chapter event sponsorships will be available to all members on a first come first serve basis once they are advertised. Ms. Swartwood seconded. VOTE: (6-0-0). Motion Passed.
  - Mr. McConoughey and Ms. Rapaport are **tasked** with putting together a policy together for the approved 2022 sponsorship criteria.
- **Mike Frey Agreement**
  - Ms. Swartwood **motioned** to approve the agreement with Mike Frey for the Chapter's 2022 accounting and bookkeeping. Ms. Eaton seconded. VOTE: (6-0-0). Motion Passed.
  - The Board **agreed by consensus** that a succession plan should be set up in 2022 for the Chapter's accounting and bookkeeping.
- **Election Update**
  - Staff will be sending out another email to members to keep an eye out for the ballot and to check their spam.

## **Committee Action Items**

- **Delmarva Committee** – The Eastern Shore Golf Outing contract discussion will be tabled until November.
- **Social Committee**
  - Ms. Eaton **motioned** to change the Chapter Crab Feast date to Thursday, July 14<sup>th</sup>. Ms. Swartwood seconded. VOTE: (6-0-0). Motion Passed.
  - The Board **agreed by consensus** to move forward selling the Chapter t-shirts at cost price to the membership.

- **Golf Committee**

- The Board approved the date and location of the 2022 Golf Outing at Norbeck Country Club.
- The Norbeck Country Club contract discussion will be tabled until the November meeting. Mr. McConoughey is tasked with updating the language with the changes made in 2020.

**Adjournment:**

Ms. Rapaport **motioned** to adjourn the meeting at 12:28 pm. Ms. Eaton seconded. VOTE: (6-0-0). Motion Passed.

The Board went into Executive Session.

**Next meeting:** The next Board meeting will be held on Wednesday, November 17, 2021 at 9:30 am at the Tidewater Property Management office.