

**Chesapeake Region Chapter
Board of Director's Minutes
Wednesday, November 17, 2021
9:30 am
Tidewater Property Management Offices**

Attendance: Gail Windisch, President
Susan Rapaport, President-Elect
Vicki Eaton, Treasurer
Rebecca Clemson-Petrik, Director
Cindy McKoin, Director
James Anderson, Secretary

Absent: B.K. Swartwood, Vice-President
Rod Clark, Director
Kelly Rae, Director

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 9:44 am.

Approval of Minutes

- Ms. Eaton **motioned** to approve the Board of Directors meeting minutes dated October 20, 2021. Mr. Anderson seconded. VOTE: (6-0-0). Motion Passed.
- Ms. Marsh is **tasked** with adding the October 20, 2021, Board minutes to the website.

Treasurer's Report

- There was no Treasurer's report for this month. October financials will be closed by the end of the week. Updated financials will be available for the December Board meeting.
- Ms. McKoin **motioned** to approve the 2022 Budget. Ms. Rapaport seconded. VOTE: (6-0-0). Motion Passed.
- Legislative Committee Budget – The Board **agreed by consensus** to approve \$1,000 as the expense line item for the Legislative Committee budget.

CED Management Report (Mr. McConoughey)

- Mr. McConoughey is **tasked** with sending Ms. Eaton the Chapter working calendar with contract dates for review once the 2022 calendar is finalized.
- 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 1,211 members which is a decrease of 7 members from September 2021 and an increase of 93 members from October 2020.
- **Recruiter of the Year Awards**
 - The Board **approved by consensus** that Mr. McConoughey may order the 2021 Chapter Recruiter of the Year Awards.
- **Social Media/Website Engagement**
 - The website and social media traffic have grown consistently each month since 2020.

- **2022 Sponsorship Review**
 - The Board reviewed the 2022 Sponsors as of 11-17-21 for the Chapter Diamond, Platinum, Gold, Delmarva and Breakfast sponsorships. Ms. Rapaport **motioned** to limit the 2022 Diamond Sponsorships to 25 companies. Ms. Eaton seconded. VOTE: (6-0-0). Motion Passed.
- **2022 Annual Golf Outing**
 - Mr. McConoughey is **tasked** with sending Ms. Windisch the final contract from Norbeck Country Club to sign.
- **2022 Beacon Advertising Rates**
 - Ms. Eaton **motioned** to keep the Beacon Newsletter Advertising rates the same for 2022.
 - Full Page - \$575
 - Half Page - \$425
 - Quarter Page - \$350
 - Business Card - \$275

Ms. Rapaport seconded. VOTE: (6-0-0). Motion Passed.
- **Eastern Shore Delmarva Mini Expo**
 - The survey results and final numbers **will be sent to the Board** by Mr. McConoughey once they are finalized.
- **Business Development Policy**
 - Ms. Eaton **motioned** to approve the Chapter Business Development Policy. Ms. McKoin seconded. VOTE: (6-0-0). Motion Passed.

Old Business

Chapter Policies

- **Document Retention Policy**
 - Ms. Eaton **motioned** to approve the Chapter Document Retention Policy. Mr. Anderson seconded. VOTE: (6-0-0). Motion Passed.
- **Refund Policy**
 - Ms. Eaton **motioned** to approve the Chapter Refund Policy as amended. Ms. Rapaport seconded. VOTE: (6-0-0). Motion Passed.
- **Terms and Conditions for Website**
 - Ms. Eaton **motioned** to approve the Chapter Terms and Conditions for Website Policy. Mr. Anderson 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.
- **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 Meeting Agenda**
 - Board members speaking at the Annual Meeting are **tasked** with sending any slides needed to Mr. McConoughey.
- **2022 Election Winning Results**
 - Gail Windisch, Manager, Tidewater Property Management
 - Vicki Eaton, Manager, Community Association Services
 - Gary Saylor, Business Partner, Atlantic Maintenance Group
 - Steve Randol, Homeowner, Piney Orchard Community Association

- **Committee Action Items**

- **Social Committee**

- The Board **agreed by consensus** that the Social Committees role in planning philanthropic causes within the Chapter are:
 - To support labor and volunteering events that do not require funding from the Chapter and do not support any cause/organization that could be viewed as political in nature.
 - Ms. Eaton **motioned** to approve that a \$15 dollar Door Dash gift card be sent to the first 100 people that register for the Charting Your Course event if they stay on the zoom call until the end of the event. Ms. Rapaport seconded. VOTE: (6-0-0). Motion Passed.
 - The Executive Committee previously approved the item drive for the Ronald McDonald House at the December 8th Breakfast Seminar.

- **Delmarva Committee**

- Ms. Eaton **motioned** to approve the April 25, 2022, Eastern Shore Golf Outing budget and contract with Ruark Golf Properties as amended. Ms. Rapaport seconded. VOTE: (6-0-0). Motion Passed.
 - Mr. McConoughey is **tasked** with sending the amended contract to Gail for signature.

- **Education Committee**

- The Board **approved by consensus** the 2022 calendar of events changes.
 - The Board **approved by consensus** that the manager huddles be free of charge in 2022.

- **Theme for 2022**

- The Board **approved by consensus** that the Chapter 2022 theme be “Taking it to the next level”. This theme will focus on challenging Board Members, Staff and Committee Members to take the Chapter to the next level in 2022.

- **2022 Committee Chairs/Vice-Chairs**

- Discussion ensued on committee chairs and vice-chairs for 2022.

Adjournment:

Ms. Rapaport **motioned** to adjourn the meeting at 12:23 pm. Ms. Eaton seconded. VOTE: (6-0-0). Motion Passed.

There will be a Board/Staff lunch on Tuesday, December 7th at 11:30 am at Seasons 52 in Columbia, MD.

Next meeting: The next Board meeting will be held on Wednesday, December 15th at 9:30 am via zoom conference call.