

**Chesapeake Region Chapter  
Board of Director's Minutes  
Wednesday, December 15, 2021  
9:00 am  
Zoom Conference Call**

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

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

**Observer:** Gary Saylor, Atlantic Maintenance Group  
Steven Randol, Piney Orchard Community Association

**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 9:03 am.

**Approval of Minutes**

- Ms. Eaton **motioned** to approve the Board of Directors meeting minutes dated November 17, 2021. Ms. McKoin seconded. VOTE: (7-0-0). Motion Passed.
- Ms. Marsh is **tasked** with adding the November 17, 2021, Board minutes to the website.

**Treasurer's Report**

- There was no financial chart for the Treasurer's report this month.
- In 2022, Delmarva financials for events will be broken up into three categories - Golf Outing, Seminars & Mini-Expo.
- The Chapter now has an A/R Aging Summary available to track open invoices.
- Ms. Eaton **motioned** that the Chapter write off the \$1,000 deposit from Michael's Eighth Avenue that was never returned due to their establishment closing. Ms. Rapaport seconded. VOTE: (7-0-0). Motion Passed.
- Ms. McKoin **motioned** that the Chapter t-shirts that were purchased be used as future gift items and that those who have already purchased a t-shirt receive the shirt as well as a refund. Ms. Eaton seconded. VOTE: (7-0-0). Motion Passed.
- Mr. McConoughey is **tasked** with sending t-shirts to members who have purchased one, as well as sending them their refund.

**Strategic Planning Report**

- Ms. Rapaport **motioned** to continue to define the workforce development collaboration with The Complete Player Charity if it is approved by CAI National and to continue Board discussion further at the January meeting. Ms. McKoin seconded. VOTE: (7-0-0). Motion Passed.

- The strategic planning committee's goal in 2022 is to focus on the metrics on membership, education, networking/member outreach and advocacy.

### **CED Management Report (Mr. McConoughey)**

- Mr. McConoughey is **tasked** with sending Ms. Eaton the Chapter working calendar with contract dates.
- **Membership**
  - The Chapter is currently at 1,207 members which is a decrease of 4 members from October 2021 and an increase of 115 members from November 2020.
- **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 12-15-21 for the Chapter Diamond, Platinum, Gold, Delmarva and Breakfast sponsorships.
- **Eastern Shore Delmarva Mini Expo**
  - Overall, the survey results of the Eastern Shore Mini-Expo ranged from good to excellent.
  - The Board is recommending that the Delmarva committee plan a Breakfast and Golf Outing in the Spring and a Mini-Expo in the Fall of 2022. In 2023, the Board recommends that the Delmarva committee use the content from the 2022 Expo at Martin's West for their Mini-Expo on the Eastern Shore in the Spring of 2023.
- **2022 Breakfast Seminar Venue**
  - Ms. Eaton **motioned** to approve the Ten Oaks Ballroom as the Breakfast Seminar venue for 2022. Ms. Rapaport seconded. VOTE: (7-0-0). Motion Passed.
- **December Breakfast Seminar Feedback "Handling Difficult People & Situations"**
  - Overall, the survey feedback from attendees ranged above average for this program.
- **Committee Gifts**
  - Ms. Eaton **motioned** that all 2021 committee members and speakers receive a \$25 amazon gift card as a token of appreciation from the Chapter for their hard work. Ms. Rae seconded. VOTE: (7-0-0). Motion Passed.

### **Old Business**

- **Chapter Policies**
  - Chapter policies will be ready to review for formal approval at the January meeting. Ms. Eaton volunteered to review the policies prior to the January 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**

- **Phone Contract**
  - Ms. Rapaport **motioned** to transfer the Chapter phone services to T-Mobile and to pay the \$500 penalty to cancel the Net2phone contract early. Ms. Eaton seconded. VOTE: (7-0-0). Motion Passed.
- **2022 Clarion Resort Event Contracts**
  - Ms. Eaton **motioned** to approve both the 2022 Clarion Resort Event contracts. Ms. Rapaport seconded. VOTE: (7-0-0). Motion Passed.

- **2022 Martin's West Contract**
  - Ms. Rapaport **motioned** to approve the 2022 Martin's West Contract pending the use of additional rooms are included in the contract and the Wrap Party is not a guaranteed event. Ms. McKoin seconded. VOTE: (7-0-0). Motion Passed.
- **2022 Putting on the Ritz Contracts (Breakfast Seminars)**
  - Ms. Rapaport **motioned** to approve the 2022 Putting on the Ritz contract as presented with modifications to the menu. Ms. Clemson-Petrik seconded. VOTE: (7-0-0). Motion Passed.
- **2022 Committee Chairs/Vice-Chairs**
  - Ms. Rapaport has confirmed the majority of the Chapter's 2022 Chairs and Vice-Chairs.

**Adjournment:**

Ms. Eaton **motioned** to adjourn the meeting at 11:23 am. Ms. Clemson-Petrik seconded. VOTE: (7-0-0). Motion Passed.

The Board lunch has been rescheduled for Friday, January 14<sup>th</sup> at 12:00 pm at Seasons52 in Columbia, MD.

**Next meeting:** The next Board meeting will be held on Wednesday, January 5<sup>th</sup> at 9:00 am via zoom conference call.