

**Chesapeake Region Chapter  
Board of Director's Minutes  
Wednesday, September 6, 2023  
9:00 am  
Zoom meeting**

**Attendance:** Rebecca Clemson-Petrik, President  
James Anderson, President-Elect  
Gail Windisch, Vice-President  
Noni Roan, Secretary  
Vicki Eaton, Treasurer  
Hillary Collins, Director  
Cindy McKoin, Director  
Gary Saylor, Director  
B.K. Swartwood, Director

**Chapter Staff:** Valerie Lykins, Executive Director, Angela Marsh, Marketing and Events Manager

**Call to Order**

The meeting was called to order by Ms. Clemson-Petrik at 9:07 am.

**Approval of Minutes**

- Ms. Eaton **motioned** to approve the Board of Directors meeting minutes dated August 2, 2023, as presented. Ms. McKoin seconded. VOTE: (9-0-0). Motion passed.

**Treasurer's Report**

- Ms. Lykins is working with Flaherty and financials should be available by the Board retreat.

**Strategic Planning Report**

- Ms. Swartwood is working with Mr. Anderson on updating the strategic plan.

**CED Management Report**

- Ms. Lykins and Ms. Marsh put together the CED Management report on the following subjects: membership breakdown with numbers, social media/website/email engagement, financials from the Golf Outing, upcoming events (September Breakfast, MD LIVE! Expo, Delmarva Expo and Annual Social), survey results from the Golf Outing and information on CAI Government affairs.

**Old Business**

- **45<sup>th</sup> Anniversary Logo**
  - Ms. Swartwood **motioned** to approve the 45<sup>th</sup> Anniversary logo pending confirmation of the year 1979 and correction of the word celebrating. Ms. McKoin seconded. VOTE: (9-0-0). Motion passed.
  - Ms. Lykins will reach out to National about the year the Chapter was established and Ms. Marsh will have the designer update the spelling.

- **Ratify - Nominating Committee Members**
  - Ms. Eaton **motioned** to ratify the vote for the nominating committee members. Ms. Roan seconded. VOTE: (9-0-0). Motion passed.
- **Ratify – Updated Nominating Committee Procedures**
  - Ms. Swartwood **motioned** to ratify the vote on the updated nominating committee procedures. Ms. Eaton seconded. VOTE: (9-0-0). Motion passed.
- **Office/Inventory update**
  - Ms. Lykins notified the Board that all the office equipment was sold to Equinox for an agreement of \$5,000 and the copier was sold to Atlantic Maintenance Group for \$150.
  - Ms. Eaton **motioned** sell Atlantic Maintenance Group the four large coolers in storage for \$50. Ms. McKoin seconded. VOTE: (8-0-1). Mr. Saylor abstained.

## New Business

- **Committee Action Items**
  - **Communications Committee**
    - The Board would like clarification on the verbiage the communications committee would like changed in the Chapter suitcasing policy.
  - **Delmarva Committee**
    - Ms. Clemson-Petrik **motioned** to approve the 2024 Delmarva Breakfast Seminar date of Friday, April 12<sup>th</sup> and the 2024 Delmarva Expo date of Friday, November 8<sup>th</sup>. VOTE: (9-0-0). Motion passed.
  - **Expo Committee**
    - Ms. Eaton **motioned** to approve hiring a photographer for the Expo for a price not to exceed \$1,000 and in return the Chapter will put their business card in every attendee bag and offer the company a ¼ page ad in the Beacon. Ms. Swartwood seconded. VOTE: (9-0-0). Motion passed.
  - **Legislative Committee**
    - Ms. Clemson-Petrik volunteered to work with the Chapter designer on creating a flyer about what the Chesapeake Chapter has to offer and the benefits of joining.
    - Ms. Lykins will see what other Chapter CED's use as their materials while she is at the CED retreat next week.
  - **Membership Committee (Regarding 2023 budget for the remainder of the year)**
    - **T-Shirts - Membership Ask:** Purchase "Ask Me How to Join CAI" t-shirts for use at other networking events (IE – WMCCAI Expo, Keystone Expo, Neighborhood festivals, etc.)  
**Board Recommendation:** In lieu of 14 t-shirts, the Board recommended the Chapter purchase "Ask Me About CAI" Buttons so the Board and additional Chapters can wear them. Staff will look into the cost buttons after Ms. Marsh checks the storage unit to see if there are any remaining from previous years.
    - **Membership Ask:** Join Bethany / Fenwick Chamber of Commerce & begin advertising in monthly publications starting in September  
**Board Recommendation:** In lieu of joining the Bethany/Fenwick Chapter of Commerce, the Board suggested working with the Delmarva Condominium Manager's Association. Mr. Saylor will look into the pricing.

- **Postcards** - Ms. Clemson-Petrik volunteered to work with the Chapter designer on creating a flyer about what the Chesapeake Chapter has to offer and the benefits of joining.
- **New Member Giveaways** – The Board is asking for clarification on this request and what the benefit would be.
- Ms. Eaton **motioned** to do a giveaway drawing for a \$50 gift card after each Expo to a non-member who joins within thirty days of the Expo. Ms. Swartwood seconded. VOTE: (9-0-0). Motion passed.
- Staff will order some materials for the membership and communications committee table for distribution at the Expo after Ms. Marsh sees what is currently in storage. (membership applications, flyers, pins, pens, candy, updated business card example from Ms. Roan).
- Ms. Swartwood agreed to take over as the membership committee liaison.
- **Photography Contract**
  - Ms. Eaton **motioned** to approve the photography contract for the Expo. Ms. Swartwood seconded. VOTE: (9-0-0). Motion passed.
- **Chapter Awards**
  - Ms. McKoin **motioned** to approve the criteria for the 2023 Chapter awards. Ms. Eaton seconded. VOTE: (9-0-0). Motion passed.
  - The Board agreed by consensus that Ms. Roan review and calculate all submissions as they are received and send them to Ms. Lykins to be included in the November Board packet.
- **Delaware LAC Task Force**
  - Ms. Lykins informed the Board that the Delaware LAC task force has been created.
- **Multi-Chapter Agreement**
  - The Board agreed by consensus to approve the Multi Chapter Agreement for the 2024 Washington Metro Expo.
- **Ad-Hoc Committees**
  - Ms. Clemson-Petrik gave an update on the following Ad-Hoc committees:
    - Annual Planning
    - Awards
    - Chair/Vice Chair
    - Chapter Policies
    - Governance
    - Joint Chapter
    - Mid Atlantic Retreat
    - Nominating Committee
    - Outreach Task Force
    - Personnel
    - Strategic Planning
  - Ms. Eaton asked for more information on what the committee's roles are and who serves on each committee for the retreat.

**Adjournment:**

The meeting was adjourned at 11:16am.

*The Board went into Executive Session*

**Next meeting:** The next Board meeting will be held on Wednesday, October 4, 2023, at 9:00 am via zoom.