

**Chesapeake Region Chapter
Board of Director's Minutes
Wednesday, September 8, 2021
9:30 am
Conference Call/Zoom Meeting**

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

Absent: Rod Clark, 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 9:33 am.

Approval of Minutes

- Ms. Swartwood **motioned** to approve the Board of Directors meeting minutes dated July 21, 2021. Ms. Eaton seconded.
VOTE: (8-0-0). Motion Passed.
 - Ms. Marsh is **tasked** with adding the July 21, 2021, minutes to the website.

Treasurer's Report

- There was no Treasurer's report for this month. The finance committee is meeting on Friday, September 10th. Updated financials will be available for the October Board meeting.

Strategic Planning Report

- The vote to approve the Strategic Planning Report was tabled until the October Board meeting.
- Ms. Rapaport suggested being more generic in the C.1.c section – Review of the 2021 Educational Program and to list the process of determining the educational sessions rather than listing the educational sessions themselves.

Review of Retreat Outcomes

- Ms. Windisch **motioned** to approve the dates outlined on the Board Retreat document for the 2022 educational sessions with the idea that the schedule is subject to change.
 - **Breakfast Seminars/Webinars**
3 in-person, 2 webinars
Scheduled dates:
 1. Wednesday, February 16 (webinar)
 2. Wednesday, March 9 (in-person)
 3. Wednesday, May 11 (in-person)
 4. Wednesday, Sept 14 (in-person)
 5. Wednesday, November 9 (webinar)

- **Homeowner Webinar/huddle**

2 Virtual webinars and 3 huddles

Scheduled dates:

1. February (Huddle)
2. April (Webinar)
3. June (Huddle)
4. August (Huddle)
5. October (Webinar)

- **Manager Huddles**

Scheduled dates:

1. Wednesday, June 15
2. Wednesday, July 13
3. Wednesday, August 17

- **Delmarva**

2 in-person, recorded and posted in the LMS

Scheduled Dates

1. Friday, April 1
2. Friday, September 23

- **Expo**

1 in-person event

Scheduled date:

1. Tuesday, October 18

- **Board Leadership Development Workshop**

All virtual (25 people per workshop)

Schedules dates (Friday – Saturday):

1. March 18-19
2. May 20-21
3. Nov 4-5

- **Charting your Course**

Scheduled date:

1. Wednesday, January 12

- **Eastern Shore Golf Outing**

Scheduled date:

1. Monday, June 6

- **Crab Feast**

Scheduled date:

1. Thursday, July 14

- **Golf Outing**

Scheduled date:

1. Monday, August 29

- **Annual Social**

Scheduled date:

1. Friday, December 2

Ms. Swartwood seconded. VOTE: (8-0-0). Motion Passed.

- Ms. Windisch **motioned** to approve the sponsorships outlined on the Board Retreat document for 2022.

- **Annual Sponsorships**

- Gold – \$2,500
 - Platinum - \$3,500
 - Diamond - \$5,000

- **Breakfast Seminar/Webinar Sponsorships**
 - Sponsorships (23 available) - \$1,750 for all 5 events
- **Delmarva Sponsorships**
 - Sponsorships (17 available) - \$700 for both events
- **Board Leadership Development Workshop Sponsorships**
 - Sponsorship (2 per workshop) - \$500/workshop/sponsor

Ms. Swartwood seconded. VOTE: (8-0-0). Motion Passed.

CED Management Report (Mr. McConoughey)

- **Membership**
 - The Chapter is still waiting for the official membership reports from CAI National for the month of August. Currently, the Chapter has 1,198 members which is an increase of 26 members from last month and an increase of 99 members from August of 2020.
- **Social Media**
 - Social media engagement on Facebook and LinkedIn has increased for July and August.
- **Implementing LMS**
 - Mr. McConoughey will purchase the LMS system this month and begin to add the recorded classes. The yearly cost will be approximately \$7,000.
- **Golf Outing**
 - Overall, the feedback from both sponsors and golfers was very positive. Mr. McConoughey is **tasked** with providing the financials for review at the October Board meeting.
- **Annual Social**
 - Ms. Swartwood **motioned** to approve the recommendation from the social committee to have an open bar at the Annual Gala. Ms. Eaton seconded. VOTE: (8-0-0). Motion Passed.
- **Masking policy at indoor events**
 - The Board **agreed by consensus** to emphasize at Chapter upcoming indoor events that *“per the CDC recommendations on social distancing and indoor events, masks are strongly encouraged by the Chapter to be worn when visiting or hosting a sponsor table. If you are seated at a table eating or drinking, your mask can be removed, but please wear your mask when you leave your table.”*
 - Staff is **tasked** with including this verbiage on email correspondence and on signage at the events.
- **Upcoming Events**
 - Delmarva – Approximately 100 people are registered
 - Emergency Preparedness Breakfast Seminar – Approximately 50 are registered
 - Expo – Approximately 30 are registered for each session.
 - Ms. Eaton **motioned** to make the recommendation to give Mr. McConoughey the authority to give out two free tickets to each exhibitor to sponsor managers or homeowners to attend the Expo based on the attendance at the September 22nd Breakfast seminar and the number of attendees registered for the Expo by September 22nd. Ms. Swartwood seconded. VOTE: (8-0-0). Motion Passed.

The Board meeting was adjourned to Executive Session at 10:56 am.

The Board meeting was called back to order at 11:19 am.

- **Storage unit rental**
 - Ms. Windisch **motioned** to approve a separate storage unit for Chapter to store Chapter materials and supplies at a cost not to exceed \$200 a month. Ms. Rapaport seconded. VOTE: (4-3-0). Motion passed.

Old Business

- **Virtual Event Chapter Policy**
 - Ms. Eaton **motioned** to accept the virtual event chapter policy. Ms. McKoin seconded. VOTE: (7-0-0). Motion passed.
- **Bylaw Amendment** – Ms. Rapaport is **tasked** to draft and review the bylaw amendment.

New Business

- **Code of conduct**
 - Mr. McConoughey stated that the Chapter had 87 responses so far to the committee code of conduct. Staff is **tasked** with sending a reminder to those who have not yet responded.
 - **Election Contract**
 - Ms. Windisch **motioned** to approve Mr. McConoughey asking the election company to change the area of jurisdiction on their contract to Maryland. If the company does not agree to do so, Mr. McConoughey will move forward with signing the contract regardless. Ms. Eaton seconded. VOTE: (5-1-1). Motion passed. Mr. McConoughey is **tasked** with reaching out to the election company.
 - **Committee Action Items**
 - **Education Committee**
 - Ms. McKoin **motioned** to approve the education committees suggested educational topics for 2022:
 - **5 Breakfast Seminar topics**
 - Aging Infrastructure
 - Conflict Resolution
 - How to prevent burnout – (all industries including volunteers)
 - Legal Roundtable (specifically focused on collections) - VIRTUAL Webinar
 - Insurance Roundtable – VIRTUAL Webinar
 - **2 Homeowner Webinars**
 - Meeting Management
 - Financials 101
 - **3 Homeowner huddle/coffee talk/ lunch talk series**
 - Contract Negotiation
 - Self-managed Communities
 - Maintenance – small projects vs. larger projects – Cents and Sensibility – When to Pay and When to Save in the Long Run
 - **Manager Education Series**
 - Becoming a Successful Manager (a series of one-hour virtual sessions)
 - How to give a successful presentation (speaker/communication)
- Ms. Eaton Seconded. Vote (7-0-0) Motion passed.
- **Social Committee**
 - Ms. Swartwood **motioned** to order Chapter t-shirts covering the cost of shipping after taking a pre-order from members. Ms. Eaton Seconded. Vote (7-0-0) Motion passed.
 - Ms. Eaton **motioned** to approve the social committee recommendation that Annual Gala tickets for members and their guests will be \$90 per person and tickets for non-members will be \$110 per person. Cancellations within three weeks will not be refunded, with the cutoff date set to November 15, 2021. Ms. Swartwood seconded. Vote (7-0-0) Motion passed.

Adjournment:

The meeting was adjourned at 12:02 pm.

Next meeting: The next Board meeting will on Wednesday, October 20, 2021 at 9:30 am.