

**Chesapeake Region Chapter  
Board of Director's Minutes  
Wednesday, March 6, 2024  
9:00 am  
Zoom meeting**

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

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

**Call to Order**

The meeting was called to order by Mr. Anderson at 9:00 am.

**Approval of Minutes**

- Ms. McKoin **motioned** to ratify the approval of the Board of Directors meeting minutes dated February 7, 2024, as amended. Ms. Roan seconded. VOTE: (9-0-0). Motion passed.

**Strategic Planning**

- No update

**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, attendance numbers, evaluations and financials from the February 21<sup>st</sup> Breakfast Webinar, 2024 sponsorship updates, registration numbers for the March 20<sup>th</sup> Breakfast Seminar, Delmarva Breakfast Seminar sponsorship sales, Delmarva Breakfast attendance numbers, and the Delmarva Golf Outing foursome and sponsorship sales.
- Ms. Lykins noted that there were 14 Diamond Sponsors rather than 15.
- The Board discussed that the majority of attendees registered for the March 20<sup>th</sup> Breakfast Seminar were Business Partners.
- Ms. Roan reiterated the importance of Board Members and Managers visiting Management Companies to encourage them and their Boards to join CAI.
- Ms. Roan, Mr. Anderson & Ms. Lykins will get together a list of Management Companies who are not engaged, topics to discuss, and a list of people who might be interested in visiting these Management Companies. Ms. Roan will share this information with the membership committee.
- Ms. Roan suggested that the focus of the next chair/vice-chair meeting be engagement.
- Ms. Roan drafted a letter to non-members homeowners who attend events about the benefits of joining CAI.

- Ms. Windisch suggested moving around venues in the future or breaking up topics during a seminar rather than having one main topic.

## **Old Business**

- **Chapter Policy Review**
  - **Staff/CED Evaluation Forms**
    - Ms. McKoin **motioned** to keep forms 1 & 3 that are currently in the Chapter policies and create an updated draft combining portions of both forms to use for the CED evaluations. Ms. Swartwood seconded. VOTE: (9-0-0). Motion passed.
    - Ms. McKoin will prepare this draft form.
  - **Refund Policy**
    - Ms. Eaton **motioned** to change the educational seminars & webinars refund policy to read that attendees may receive a refund for an event if it is requested more than 14 days prior from the date of the event. Ms. Swartwood seconded. VOTE: (9-0-0). Motion passed.
    - This policy update will be added to new events moving forward.

## **New Business**

- **Committee Action Items**
  - **Delmarva Committee**
    - Ms. Roan **motioned** to approve the title “*Control the Chaos – Managing Community Mayhem*” and description of the 2024 Delmarva Expo topic. Ms. Eaton seconded. VOTE: (9-0-0). Motion passed.
  - **Expo Committee**
    - Ms. Roan **motioned** to approve the proposed format for the 2024 Annual Expo & Symposium. Ms. McKoin seconded. VOTE: (9-0-0). Motion passed.
    - The Board would like the committee to come up with a more engaging title.
    - Ms. Eaton **motioned** to approve pipe and drape for the Expo with an amount not to exceed \$8,500. Ms. Roan seconded. VOTE: (9-0-0). Motion passed.
  - **Social Committee**
    - Ms. Clemson-Petrik **motioned** to approve the December 6<sup>th</sup> date, the Kurtz Beach venue & the premium open bar price of \$90 per person for the 2024 Annual Social. Ms. Eaton seconded. VOTE: (9-0-0). Motion passed.
    - The Board would like to know who the DJ will be for the event that is included in the package.
    - The budget for the Annual Social will be presented for approval at the next Board meeting.
  - **Golf Committee**
    - Ms. Eaton **motioned** to deny the request to add a photography sponsorship to the 2024 Golf Outing due to the fact that it was not advertised to other sponsors and was not originally approved by the Board. Ms. Clemson-Petrik seconded. VOTE: (9-0-0). Motion passed.
    - The Board suggests the committee add this to the 2025 sponsorships.

- **TCP Award Submittal**
  - Ms. McKoin informed the Board that the write-up to CAI National for the TCP award did not meet all the criteria for the application. She informed the Board there would need to be a research project set up to show how the TCP has improved the chapter and the membership.
- **Keystone Executive Leadership Retreat**
  - Mr. Anderson **motioned** to approve that our Chapter advertise the Keystone Chapter's Executive Leadership Retreat to our membership. Ms. Eaton seconded. VOTE: (9-0-0). Motion passed.
- **Complete Player Charity**
  - Ms. McKoin **motioned** to ratify the approval for purchasing a table at the TCP Spring Gala. Mr. Anderson seconded. VOTE: (9-0-0). Motion passed.
- **Nominating Committee Appointment**
  - Ms. Eaton **motioned** to approve that the nominating committee consist of Rebecca Clemson-Petrik, FirstService Residential, Noni Roan, Pinnacle Financial Partners, B.K. Swartwood, Montego Bay Civic Association, Christa Brady, USI Insurance Services & Michelle Baldry, Reserve Advisors. Mr. Anderson seconded. VOTE: (9-0-0). Motion passed.

**Adjournment:**

- Ms. Windisch **motioned** to adjourn the meeting at 11:19 am. Ms. Roan seconded. VOTE (9-0-0). Motion passed.

**Next meeting:** The next Board meeting will be held on Wednesday, April 3, 2024, at 9:00 am via zoom.