

**Chesapeake Region Chapter
Board of Director's Minutes
April 3, 2024
9:00 am
Zoom meeting**

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

Board Members Absent: Vicki Eaton, Vice-President

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 9:06 am.

Approval of Minutes

- Ms. Swartwood **motioned** to approve of the Board of Directors meeting minutes dated March 6, 2024. Ms. Windisch seconded. VOTE: (7-0-0). Motion passed.

Strategic Planning

- Ms. Swartwood **motioned** that the strategic planning committee consisting of Vince Scarfo, Brent Alexander, Cate Fulkerson and Joe Jordan will function under the Board of Directors as an Ad-Hoc committee. Ms. McKoin seconded. VOTE: (7-0-0). Motion passed.
- Mr. Scarfo is working on finalizing a timeline and plan for the committee.

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 from the March 20th breakfast seminar, evaluations and financials from the March 20th Breakfast Seminar, 2024 finalized sponsorship numbers, registration numbers for the April 12th Delmarva Breakfast Seminar, Delmarva Breakfast Seminar sponsorship sales, Delmarva Golf Outing foursome and sponsorship sales, and June 24th Norbeck Golf Outing foursome and sponsorship sales.
- Staff will let Putting on the Ritz know to keep out more breakfast sandwiches that do not have meat in them.
- Financial Report – Ms. Lykins gave an update on the following Chapter account balances:
 - SECU – Approximately \$36,000
 - Money Market – Approximately \$2,600
 - Morgan Stanley – Approximately \$197,000

- First National Bank – Approximately \$14,000
- Checking – Approximately \$214,000
- The finance committee will be meeting in April and will have a report for the Board in May.
- The signatory's on the Chapter bank accounts are Ms. Lykins, Mr. Anderson and Ms. Clemson-Petrik.

Ms. Roan joined the meeting at 9:27 am.

Old Business

- **Chapter Policy Review**
 - Ms. Swartwood will send her suggested policy edits and changes to Ms. McKoin and Ms. Lykins so the Board can review an updated version at the next meeting.
- **CED Evaluation Form**
 - Ms. Swartwood **motioned** that the Board review page 66 & 67 of the policies and send any comments or edits to the CED Evaluation form to Ms. McKoin and Ms. Lykins two weeks prior to the next Board meeting so it can be updated and reviewed at the May meeting. Ms. McKoin seconded. VOTE: (8-0-0). Motion passed.
- **Chapter Awards**
 - Ms. Lykins will ask CAI National for a list of membership by the number of years they have been a member to share with the magazine committee. The magazine committee will discuss how they would like to recognize members for their years of membership and service.
 - The awards committee is currently working on the criteria for the community awards.

New Business

- **Committee Action Items**
- **Expo Committee**
 - Mr. Anderson **motioned** to approve the 2024 Annual Symposium & Expo title - "Finances are a Beach – Learn to Ride the Waves". Ms. Collins seconded. VOTE: (8-0-0). Motion passed.
- **Social Committee**
 - Ms. Roan motioned to approve the 2024 crab feast budget, sponsorship pricing and attendee ticket prices. Ms. Windisch seconded. VOTE: (8-0-0). Motion passed.
 - Ms. McKoin recommended sending postcards or personal invites to the homeowners who have zip codes closest to the venue. Ms. Lykins will look into putting this list together of members.
- **Schedule Board Retreat**
 - Ms. Lykins will reach out to Ms. Windisch about possible dates for the September Board Retreat. The Board agreed to have it on a weekday.

- **Request from Carl M. Freeman Companies**

- Mr. Anderson motioned to reject the request from Carl M. Freeman regarding endorsing Cool Spring Crossing. Ms. Swartwood seconded. VOTE: (8-0-0). Motion passed.
- **Social Committee Liaison**
 - Ms. Swartwood will now be the Board liaison to the social committee and Ms. Clemson-Petrik will now be the Board liaison to the golf committee.
- **TCP Event (July 16th)**
 - Mr. Anderson has requested that the Board brainstorm ideas for the TCP event. He will speak with Andy regarding his ideas and vision for the day.
- **Other Committee Items**
 - **Communications Committee**
 - Ms. Marsh informed the Board that the communications committee will be sending out their testimonial questionnaire via survey monkey. The questionnaire was previously approved by the Board.
 - **Education Committee**
 - Ms. Swartwood requested that the committee suggest possible dates they are considering for 2025. Ms. Windisch noted that all committees should be brainstorming 2025 dates for their events.
 - Ms. McKoin suggested that we offer a class geared toward Business Partners. Ms. Lykins noted that the Expo committee is considering having a business partner class at the Expo. Ms. Roan suggested offering this class for Educated Business Partner credits.
 - **Membership Committee**
 - Ms. Roan reviewed the proposal for the Traveling Road Show criteria. The Board agreed by consensus that this was a great idea. It will be presented to the Membership Committee at their next meeting.
 - **Joint Chapter AD-HOC Committee**
 - The Board agreed by consensus that the Joint Chapter Event can be held on September 10th or September 12th based off the location and availability of the venue chosen.
 - **VLR Committee**
 - Ms. Lykins noted that registration is currently open for the Virginia Leadership Retreat.
- **Staff Computer**
 - The Board agreed by consensus that Ms. Lykins may get rid of the computer that is no longer functional to access any information or use.

Adjournment:

- Ms. Swartwood **motioned** to adjourn the meeting at 11:31 am. Ms. McKoin seconded. VOTE (8-0-0). Motion passed.

Next meeting: The next Board meeting will be held on Wednesday, May 1, 2024, at 9:00 am via zoom.