

**Chesapeake Region Chapter  
Board of Director's Minutes  
January 13, 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  
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 9:31 am.

**Board Orientation**

- The Board **agreed by consensus** that the new 2022 incoming Board of Directors will be invited to attend the December 2021 Board meeting and that the entire Board will hold an organizational meeting during the first week of January to discuss items such as Board positions and Committee liaisons.

**2021 Board of Directors Roster**

- Ms. Windisch asked that the **Board** review their information listed on the Board roster and send any changes they may have to Mr. McConoughey by the end of the week. **Mr. McConoughey** is tasked with adding the Board member information to the website.
- Board member cell phone numbers will not be listed on the website.

**Program Review**

- The Board **agreed by consensus** that the 2020 programs were well attended and highly rated.

**Strategic Goals**

- Ms. Eaton asked if the title of this document could be changed to 2021 Strategic Goals. **Mr. McConoughey** is tasked with making the change.
- This document was an outcome of the strategic planning committee meetings as well as the committee chair and vice-chair committee meetings and SWOT analysis.
- Ms. Windisch went through each specific goal with the Board:
  - **Goal #1** – The focus of this goal is to seek growth in 2021. Mr. McConoughey noted that overall, we lost six members from this time in December 2019.
  - **Goal #2** – Ms. Windisch noted that goal #1 ties in with goal #2 of getting our members to become more active. She stressed the importance of engaging all committee members rather than only a select few being key primary members. Ms. Swartwood suggested that as liaisons, the Board members can help to find more ways to take some pressure off the chair and vice-chair. For example, creating subcommittees within the committee to work on specific tasks.

- **Goal #3-** Mr. Anderson stressed the importance that the strategic planning committee can focus on getting our business partners more involved, so they are not hosting their own education events that offer manager continuing education credits. Ms. Rapaport stated that there is a LAC decision pending regarding requirements for Board member training and education.
- **Goal #4** – Ms. Windisch stated this goal has already been started in 2020 with our quarterly chair and vice-chair meetings.
- **Goal #5** – Ms. Windisch and Ms. Eaton stated that some of the information in the Board Leadership Development Workshop course is outdated. **Mr. McConoughey** is tasked with asking National if we are able to update the program material ourselves. Ms. Rapaport would like there to be more focus on holding events for different levels of education in 2021 (experienced vs. new managers). Ms. Swartwood suggested offering a program for our Business Partner members. This will be a task of the Business Partner Advisory Committee when a charter has been finalized and the committee has been formed.

### **2021 Calendar of Events**

- The Board reviewed the 2021 calendar of events. There were no changes.

### **2021 Committee Rosters**

- The Board reviewed the current 2020 into 2021 committee rosters. Ms. Marsh sent an email out to all members asking if they wish to remain on the committee. All inactive 2020 members who do not respond to the email, will be removed from the 2021 list. **Ms. Marsh** will be tasked with removing them from the list.

### **List of 2021 Annual Sponsors**

- The Board reviewed the 2021 Sponsorship list. The Chapter is currently at 24 sponsors in total between Diamond (13), Platinum (5) and Gold (6).

### **Mission Statement/Chapter Bylaws/Chapter Policies and Procedures/Articles of Incorporation Review**

- Ms. Swartwood suggested adding a virtual element to the suit casing policy. Mr. McConoughey informed the Board that the policy is being worked on and once it is finalized it will be added. For the February breakfast webinar, he will include a slide that states the policy and will review it with attendees before the webinar begins.
- **Ms. Eaton and Ms. Rapaport** will provide any edit suggestions to the policies at the February Board meeting.

### **Election of Officers**

- Ms. Swartwood **motioned** for the following 2021 election of officers:
  - Ms. Rapaport – President-Elect
  - Ms. Swartwood – Vice-President
  - Ms. Eaton – Treasurer
  - Mr. Anderson – Secretary

Ms. Eaton seconded. VOTE: (7-0-0). Motion Passed

### **Role and Assignment of Board Liaisons**

- The Board **agreed by consensus** to the following 2021 Committee Board Liaisons below. Confirmation of each Chair and Vice Chair appointed by the President are outlined below as well.
  - Newsletter - Board Liaison -Ms. Windisch
    - Chair, Don Plank, National Cooperative Bank
    - Vice-Chair, Brooke Chaney, Tidewater Property Management
  - Golf – Board Liaison – Ms. Rae
    - Chair, Scott Karam, Power Systems Electric

- Vice-Chair, Kara Permisohn, Minkoff Company
- Expo – Board Liaison – Ms. Eaton
  - Chair, Ellen Throop, Elmore & Throop
  - Vice-Chair, Joanne Frallicciardi
- Membership – Board Liaison, Mr. Anderson
  - Chair, Ron Bridge, Risk Strategies
  - Vice-Chair, Mary Underwood, CVI
- Education – Board Liaison, Ms. Rapaport
  - Chair, Noni Roan, CIT
  - Vice-Chair, Susan Blackburn, CAMP
- Social – Board Liaison, Ms. Clemson-Petrik
  - Chair, Dani Bressler, Toepfer Construction
  - Vice-Chair, Carrie Ehart, Raine & Son
- Delmarva – Board Liaison, Ms. Swartwood
  - Chair, Chad Toms, Whiteford, Taylor & Preston
  - Vice-Chair, Lisa Meck, Legum & Norman
- Legislative Committee – Board Liaison, Ms. Clemson–Petrik
  - Chair, Cynthia Hitt Kent, Law Office of Cynthia Hitt Kent
  - Vice-Chair, Ruth Harlan, Carroll Vista Community Association
- LEAD – Board Liaison, Mr. Anderson
  - Chair, Nichol Means, CAS, Inc.
  - Vice-Chair, Mahogani Brevett, Comsource Management
- Marketing/Communications - Board Liaison, Cindy McKoin (pending)
  - Chair & Vice-Chair (TBD)
- The finance committee will consist of Ms. Eaton, Ms. Harlan, Ms. Clemson-Petrik and Mr. Anderson
- Ms. Marsh will update the 2021 committee roster and website.

**Approval of Minutes:**

- Ms. Eaton motioned to accept the minutes of the December 16, 2020 Board Meeting and the December 28, 2020 Board Meeting. Ms. Swartwood seconded. VOTE: (7-0-0). Motion Passed
- Ms. Marsh is tasked with adding both December minutes to the website.

**Treasurer’s Report:**

- Ms. Eaton reviewed the excel document the Chapter will be using moving forward to keep financial information and to create future budgets.

**January 2021 Treasurer’s Report (Through December 31, 2020)**

SECU Checking	\$80,257.90
SECU Savings (for Office Lease)	\$5,010.00
<b>TOTAL Operating Funds</b>	<b>\$85,267.90</b>

Morgan Stanley (3 CDs @ \$40,000 each) Mature 4/21,4/22,4/23	\$120,000.00
Morgan Stanley (MM)	\$90,937.09
Morgan Stanley (Investment Gain/Loss)	
Credit Card Rebate	\$636.22
<b>TOTAL</b>	<b>\$211,573.31</b>
<b>COMBINED TOTAL</b>	<b>\$296,841.21</b>
<b>Liabilities</b>	<b>\$152,076.86</b>
<b>Assets after applying liabilities</b>	<b>\$144,764.35</b>

- Mr. McConoughey reviewed the treasurer's report with the Board and noted a few specific items:
  - The simple IRA is being reconciled for 2020.
  - There are currently 3 uncashed checks that the Chapter wrote in 2020. Mr. McConoughey is following up to determine if they need to be cancelled or reissued. The checks are a small amount and will not significantly impact the bottom line.
  - Mr. McConoughey reminded the Board that we recognize income for an event when it takes place.

### **2021 Budget Approval:**

- Ms. Swartwood **motioned** to accept the 2021 Chapter budget. Mr. Anderson seconded. VOTE: (7-0-0). Motion Passed
- Ms. Eaton noted that the budget should say President-Elect rather than President under the National Conference expense line item. **Mr. McConoughey** is tasked with making the change.
- The finance committee will meet during the second week of the month and the Board will meet during the third week so that the committee can have the monthly finance reports prepared before the Board meeting. If this process does not work well, the Board is open to financials being reported a month behind.

### **Old Business**

#### **Office Space**

- Ms. Rapaport **motioned** to enter into discussions with Equinox with the amount of the sublease being at least equal to the amount of rent the chapter is currently paying with the preferred term of 3 years. VOTE: (7-0-0). Motion Passed
- **Mr. McConoughey** is tasked with reaching out to Equinox to set up a call to discuss the Chapter's proposal.
- Ms. Rapaport, Mr. Anderson, Ms. Windisch will sit on an Ad-hoc committee with Mr. McConoughey to discuss the proposal with Equinox and handle any remaining questions or concerns.
- Ms. Rapaport would like to request three years of financials from Equinox.

#### **Homeowner Board Member**

- Ms. Eaton **motioned** to appoint Cindy McKoin to the vacant Homeowner position on the 2021 Board of Directors. Ms. Swartwood seconded. VOTE: (7-0-0). Motion Passed
- The term for Ms. McKoin is unclear based on the current Chapter by-laws.
- **Mr. McConoughey** is tasked with reaching out to Ms. McKoin to let her know she was appointed.
- **Ms. Rapaport** is tasked with reaching out to Crystal Wallace at CAI National to inform her that the Chapter would like to make an amendment to the by-laws stating that if a certain class of membership does not run for the Chapter Board of Directors, then the Board can appoint them for a three-year term.

#### **Review of Policies**

- The review of the Chapter policies has been tabled to the February Board meeting.

#### **Breakfast Seminar Venue Location**

- The discussion regarding the Breakfast Seminar venue location has been tabled to the February meeting.

#### **Hiring a Part-time Office Administrator**

- Mr. McConoughey informed the Board that he would like to speak with a temp agency to see what might be possible with their services.
- Ms. Rapaport informed the Board that her experience with finding an office administrator through a temp agency has been abysmal and very expensive.

- Mr. McConoughey stated that he has had one phone interview with a potential candidate.
- Mr. McConoughey stated that he will repost the ad for the open position on indeed.

### **Marketing/Communications Committee Charter**

- Ms. Eaton stated that under the Authority section in the Charter there should be a period at the end of the sentence rather than a semicolon. Ms. Marsh will make the update to the Charter.
- Ms. Swartwood motioned to approve the Marketing/Communications Committee Charter. Ms. Rapaport seconded. VOTE: (7-0-0). Motion Passed
- Mr. McConoughey will reach out to Ms. McKoin to discuss with her the Board Liaison position.
- Mr. McConoughey will introduce this committee at the Charting Your Course event on January 14<sup>th</sup>.
- Mr. McConoughey suggested some possible chairs for the Marketing/Communications committee. Ms. Windisch would like to make the formal chair, vice-chair appointment once the committee is created.

### **New Business**

#### **Golf Sponsorship Pricing**

- Ms. Rapaport motioned to approve the 2021 golf outing sponsor rates at the amount recommended by the golf committee. Ms. Eaton seconded. VOTE: (7-0-0). Motion Passed
- Ms. Rae informed the Board that the committee is confident that the raise in certain sponsorship prices will not deter any past sponsors from sponsoring the event.

#### **Golf Outing Contract**

- Ms. Rapaport expressed a few concerns with the Golf Outing Contract:
  - She felt the initial deposit and food and beverage costs seemed very high and was concerned with the fact that they were non-refundable.
  - She was concerned that they could charge our credit card on file without the Chapter approving an invoice.
  - Is the Chapter able to roll our deposit into a 2022 golf outing if the event is shut down due to COVID-19?
  - She was concerned regarding the one-sided attorney fee for the prevailing side.
- Mr. McConoughey is tasked with reaching out to Norbeck Country Club with these questions/concerns.
- Ms. Eaton motioned that there be an Ad-hoc committee created consisting of herself, Ms. Rapaport, and Ms. Windisch to review the terms of the contract and that the Board give them permission to bind the Chapter into the contract before the next meeting. Ms. Rae seconded. VOTE: (7-0-0). Motion Passed
- Mr. McConoughey is tasked with sending the ad-hoc committee the Annual Social contract so they can make a comparison between the two contracts.
- Mr. McConoughey is tasked with asking Jamie with the DC Chapter if this contract is in line with their contract for their golf outing.

#### **PPP Update**

- Ms. Windisch will review the paperwork sent from Mr. McConoughey and sign and send it back to him.

#### **2021 Chapter Awards and Recruitment Awards**

- Ms. Windisch would like the Board to think about some appropriate categories for Chapter and Recruitment awards and bring their ideas to the next meeting.

#### **Approval of Speaker and Coordinator Guidelines**

- Ms. Rapaport noted that the Day of Presentation line on the coordinator guidelines should be removed. Ms. Marsh is tasked with removing this line.
- Ms. Rapaport motioned to approve the speaker and coordinator guidelines presented by the Education Committee. Ms. Eaton seconded. VOTE: (7-0-0). Motion Passed

### **Newsletter Advertising Rates**

- Ms. Windisch gave an update that the newsletter committee had done research on other Chapter's newsletter pricing and that our Chapter seems to be sitting well with our price range compared to the other Chapter's.

### **Expo Update**

- Ms. Swartwood informed the Board that the Expo committee would be asking for the Board's decision by May 2021 on whether the Expo will be an in-person, hybrid, or virtual Expo.

### **LAC Update**

- The Board **agreed by consensus** that there should be a LAC update given at the February meeting. Ms. Rapaport will see if she can get a volunteer at the next LAC meeting, otherwise she will give the update herself.

### **Adjournment:**

The meeting was adjourned at 12:50 pm **by consensus**.

### **Next meeting:**

The next Board meeting will be held on Wednesday, February 17th at 9:30 am.