

September Board Minutes
Conference Call
September 7, 2011
4:00pm – 6:00pm

I. Call to Order/Roll Call/Welcome Board Members

The September Board meeting was called to order by Kara Permisohn at 4:05 pm

Board Members Present: Kara Permisohn, Scott Silverman, Camille Cimino, Allan McLeod, Mel Herzberger, David Bader

- Angela Guaragna (taking minutes)

Board Members Absent: Pauline Watson, Joe Jordan, Allen Watts, John Strauss

II. Agenda

- There was an additional item added to the Agenda – Kara has an update on the Special Events Committee

III. Minutes

- Allan moved to approve the July Board minutes with one change and Mel Herzberger seconded at 4:12 pm. Mel Herzberger explaining a construction defects issue was taken off of the July Minutes.

IV. Committee Reports

A. Education Committee

- We were able to get 7 PMDP classes for 2012.

Membership Committee – No Updates at this time

Golf Committee

- We were very happy with the outcome of the 2011 tournament.
- We managed to make \$22,000 which was more than previous years
- The committee seems to be doing a great job

Newsletter Committee

- Summer Beacon was mailed to everyone
- We increased the number of pages of the Beacon and were able to offer more opportunities to advertise. Our advertising revenue is doing very well
- Revenue seems to be doing very well
- The committee has not been very active but we were able to get responses when we asked for articles
- Kara mentioned targeting certain topics during the season so we could have a theme to the Beacon
- Camille to ask BK which topics would be timely for the different issues based on the season the issue is coming out during
- Kara brought up making the Beacon a PDF – Camille stated we have had issues with company's who would get upset that they their advertisements would not be printed.
- Camille stated that we should possibly increase some of the advertising rates

- Allan mentioned asking people if they would prefer a hard copy or electronic – Camille stated possibly putting something in the next Beacon and see what kind of responses again. (Tear out) Including an article about going green
- Discussions were brought up about asking Service Providers if they would still advertise if we went electronic

Del-Marva Committee

- Angela to re-send zip code file about where members are located
- Possibly have membership committee analyze this file by looking at a map
- Kara discussed sending out a survey-monkey to see where the majority of our members would like our functions to take place

Nominating Committee

- Call for nominations and E-blasts have gone out. It is also posted on the website
- List of nominations were sent to the Board
- Kara has talked to all the nominees either verbally or via email. She has asked everyone if they would be interested in serving on the executive committee
- Kara suggested sending out a follow-up asking why the candidates would want to serve on the executive committees
- Discussions were brought up about whether or not candidates need to tell their owners/employers about them running for the Board – Should calls be made to the nominees by the Committee Chair?

Expo Committee

- Our exhibitor booths are sold out – We have a wait list of quite a few people.
- Sponsorships are a little lower than we would like
- We have one more committee meeting before the Expo
- Attendee brochure was mailed out
- Concerns: The committee is having trouble coming up with new marketing ideas to get attendees there (are the coupons working for the service providers?)

Special Events Committee

- George with MainScapes suggested possibly having a monthly event
- Cash Bar happy hours
- Orioles Games
- Kara is still waiting on hearing back from them
- Camille would like to have an idea of the events they were thinking before the budget is done for next year
- What would be involved? How much would Camille's staff be involved?
- Camille suggested getting something concrete within the next month

Financials

- Staff will look into Capital One's Business Checking Account Offer and also M&T Bank.

Old Business

- Camille and Mel are having a meeting before the Planning Retreat to discuss the videotapes that would be posted on the website (with one of Mel's Staff)

- Mel has contacted Towson State University and their communications department has agreed to give two students/interns who would do this for credits. These are grad students. They are going to lend them their studio. One intern is for the Winter and one is for the Spring.

New Business

- **Planning Retreat – Lowest number we have for attendees**
- **Camille staff to contact people who attended last year and also contacting the candidates to see if they would be interested in coming**
- **Angela to E-mail Kara the list of who attended last year**

Maryland Municipal League

- **Should we do it again this year?**
- **Scan and send flyer out by Email – CC the people who did it last year**
- **Include deadline**

Next Board Meeting is October 5, 2011 – Offices of Nagle and Zaller

Meeting is called to adjourn at 5:41 by David Bader and was seconded by Allan McLeod