

**January 11, 2012 Board Minutes**  
**American Community Management Office**  
**4:00 pm**

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

The September Board meeting was called to order by Joe Jordan at 4:06pm.

Board Members Present: Kara Permisohn, Allan McLeod, Mel Herzberger, BK Wallbrunn, Sari McLeod, Pauline Watson, John Strauss, Joe Jordan and Executive Director Camille Cimino

- Angela Guaragna (taking minutes)

Board Members Absent: Scott Silverman

**II. Agenda**

- There were a few additional items added to the Agenda
  - Legislative updates
  - Election of Officers
  - Foster Care representative at our Seminars.

**III. Minutes**

- Kara Permisohn moved to approve the October 4, 2012 minutes and BK Seconded

**IV. Committee Reports**

**A. Education**

- Carnegie Seminar was a huge success. He will be doing another one for us this year
- ABC'S – 14 people attended. Great feedback
- Expo- Expo was a huge success in 2011 and one of the most attended ever.
- Evaluation — Joe Jordan mentioned giving tickets for a drawing to each person who fills out the evaluation form after the morning session. Kara mentioned looking into a more in depth evaluation form at the Breakfast Seminars that is similar to the ABC's evaluation form or something more comprehensive

**B. Fundraiser**

- Holiday Social – Excellent feedback from many attending the Holiday Social. In reviewing the financials it appeared we lost money on the drink tickets which may be an error. (Vera to check mistake on financial report).
  - There was a suggestion made to separate the awards ceremony from the Holiday Event (possibly a luncheon or recognition at the first event of the year could be a time for "Awards") No decision was made but the Board agreed to try to put together a sub-committee to discuss this.

**B. Membership**

- The Board discussed ways to increase and maintain our current membership
- Membership committee to find ways to reach out to the Homeowners who expire.
- Recruiter Survey – Kara mentioned sending a survey to the whole membership and seeing how we can get them to start recruiting
- Pauline asked if a user friendly bullet point fact sheet about membership was available to send to Community Associations in an effort to recruit them to CAI.
- Staff to send out another blast about our you tube page

**VI. Financials**

- **Budget for 2012 was completed**

## **VII. Old Business**

- **Holiday Social was discussed (see Fundraiser)**

## **VII. New Business**

### **A. Special Events & Fundraisers - Comedy Night – Allen Watts provided an in-depth report on a Comedy Night Event**

- Kara motioned we find a date to set the comedy night and BK seconded.
- Camille to ask Allan to do more details – date, comedian, etc for this event

**Ball Game & Crab Feast:** Discussion about a ball game mixed with a crab feast (manager appreciation day was brought up but no decision was made.

**Legislative updates** from Mel Herzberger and Camille Cimino were discussed and handouts were presented. The Legislative session has begun and we will expect to hear subsequent updates from our Committee. Thanks to Mel and Camille for keeping the Board informed.

### **B. Website/Google Analytics**

- Camille to research more into Google Analytics.
- Question of if there was a way to see how many people click the hotlinks on the website? Camille Cimino will check with the Web Master
- Mel mentioned starting a website committee and volunteered to be on it.
- The committee will have the task of assessing what is currently on the website and present ways and provide information on how to best utilize this site. There are many functions a website can provide that we are not using (online registration, etc)

### **C. Election of Officers – The following Board Members were nominated to hold office for the 2012 year**

- President Elect – BK Wallbrunn
- Vice President – Sari McLeod
- Treasurer – Jonathan Strauss
- Secretary – Pauline Watson
- Joe motioned to accept the slate and Allen McLeod seconded. Congratulations to the new officers.

### **D. Nominating Committee – Kara Permisohn agreed to be the Chair.**

### **E. Foster Care Rep**

- A foster care rep could have a table at our seminars and introduce them at the very beginning of the year to let people know why they are there. (Consider giving a free box ad in the Beacon)

The meeting was called to Adjourn at 6:20 by Kara Permisohn and was seconded by BK Wallbrunn.

**Next Board Meeting is February 15, 2012 at Snyder's Restaurant**