

CAI CHESAPEAKE REGION CHAPTER
Board of Director's Meeting
September 15, 2015
Offices of American Community Management

Meeting called to order by Gary Saylor at 4:35 p.m.

Board Directors Present: Maura Hancock, Ruth Harlan, Bill Hasselman, Allen Mott, Gary Saylor, John Taylor.
Also in attendance: Executive Director, Camille Cimino and Judyann Lee and Gianna Rahmani by speaker phone.
Absent: Neil Alioto.

Ms. Cimino asked for the meeting agenda to be approved with two additions: 1) Review ballot for 2016 Annual Meeting; 2) Notification of people who pay dues. Mr. Mott moved to approve and Ms. Harlan seconded. Approved.

Mr. Mott moved to approve July 15, 2015 minutes and Ms. Harlan seconded. Approved.

Board accepted the following Committee Reports: Membership and Newsletter.

Education: Planning Retreat – There were 70 members signed up and 50 attended. Mr. Hasselman suggested offering listing of proposed topics for seminars prior to meeting. Mr. Hasselman wants to streamline the process and tune it up for next year so that it runs more smoothly.

Board reviewed the Breakfast Seminars for 2016 and chose the months for each of the seminars:

February: Ask the Experts – Roundtable Discussions with Experts on Various Selected Industry Issues.

March: Contracting Process – From Drafting RFPs to the Bidding Process. It was agreed that an attorney should be involved. Ms. Cimino mentioned that Susan Rappaport was interested in assisting with this topic.

April: Governing Documents – Understanding, Enforcing & Amending Them.

May: Reserve Study – What is it and how do you use it after you have it and recommendations on investing your reserves. It was suggested that an Investment member help with facilitating this seminar.

September: A. Winterization Process – Preparing for and Reacting to Bad Weather. It was suggested that this seminar have a management company or manager help with the presentation. B. Managing Calamity - Handling a major accident or incident in your Community – broken pipes, fire, etc.

Board reviewed the Homeowner Seminars and discussed combining #1 & #5 – Year in the Life of a Board Member and Building Sense of Community to pare down the number of seminars. It was agreed that this seminar will be offered in February. Ruth Harlan & Rod Clark will be the coordinators. It will be determined as to whether Ann Sheehan and Nick Mazarella will be speakers.

For the March Seminar, the Board discussed creating a boiler plate RFP for Homeowners to use when searching for a Management Company as National does not have a template. Board believes bullet points should be the format when drafting the boiler plate.

The Board was in agreement with the 2016 Expo topic. Mr. Mott moved to approve all changes to the 2016 Seminars as was agreed upon for submission. Mr. Hasselman seconded. Approved.

Board Leadership Development Workshop (formally titled Essentials Course) September 19th has 17 attendees registered to date. The instructors for ABC and Essentials Seminar met and made sure changes in MD law were covered. Course will be offered at the Hotel by BWI.

Homeowner Seminar “Foreclosures/Collections – Fact vs. Fiction October 3rd only has 4 attendees registered to date.

Membership: Ms. Cimino stated that the number of members has dropped from 820 to 806 since June, but that this is typical in the summer months. Staff are making an effort to contact these expired members in the hopes of having them rejoin.

DelMarva: Ms. Cimino advised that she had been approached by the Deputy Attorney General for Delaware. He wants to bring more information to the condominium communities by way of seminars. Ms. Cimino told him that if he could provide a venue at no cost that she should be able to work with him to provide those seminars. A conference call will be scheduled regarding Seminar scheduling on the Eastern Shore and the new Board Leadership Development Workshop November 6th

Newsletter Committee is doing well.

Finance Committee: Ms. Harlan queried the Adopt a Library that was listed in the financials. Ms. Cimino stated that the Audit is scheduled for October 7th and 8th and the staff has been emailing information requested by the auditors to help facilitate the two-day visit by the auditors.

Budget Committee is going to schedule a meeting in October. Messrs. Alioto, Mott and Taylor will constitute the committee. Ms. Hancock and Ms. Harlan expressed interest in being included in the budget committee meetings.

Ms. Cimino provided the Board with an updated, physical copy of the By-Laws.

Nominating Committee: The Board reviewed the ballot procedures for the secret ballot. The Board agreed that there should be an * next to Mr. Alioto’s name with an explanation that his 12/15 term is being extended one year due to his being appointed president elect. Mr. Mott so moved. Ms. Harlan seconded. Approved.

Mr. Hasselman moved that any member who fails to submit their ballot in accordance with the directions for submission will not be counted. Mr. Mott seconded. Approved.

Ms. Rahmani queried the position of candidates on the 2016. It was confirmed that the names were in alphabetical order by last name.

Ms. Cimino will send the Nominating Committee the approved ballot and procedures.

Expo: Ms. Cimino stated that there are currently 82 companies exhibiting. They have sold an additional (11) exhibitor table tops in the hallway. Sponsorship sales are up from last year’s expo: 2015: \$12,175 2014: \$10,700. Programming is all set. Now, we just need attendees.

Holiday Social: Sponsorships are filling in quickly. We still need more!

Planning Retreat: Financially, a success. Nine companies donated gift cards to be given out as prizes.

The Board reviewed the 2016 Membership, Sponsorship & Advertising Pricing. Below are the new 2016 approved pricing increases as motioned by Mr. Mott and seconded by Mr. Hasselman. All were in agreement.

2016 Sponsorships	2015	2016
Platinum	\$2,700	\$3,200
Gold	\$2,000	\$2,500
Silver	\$1,200	\$0 - Removed

Breakfast Seminar Sponsorship

	\$250/seminar	\$375/seminar
\$1,500 for all 5 Seminars (5 for the price of 4)		

The Board requested that Ms. Cimino demonstrate the Hotlink app at the September seminar in order to help promote it for future sales.

Ms. Cimino will incorporate a thank you flyer to the 2015 sponsors according to sponsorship level. Advertising listing will be included in all prospect kits and sent to all members and business partners.

Approved advertising changes for 2016 Membership Directory as follows:

Ad size/placement	By January 16 th	After January 16 th
Outside back cover (5.5"x8.5")	\$750	\$950
Front inside cover (5.5"x8.5")	\$725	\$825
Back inside cover (5.5"x8.5")	\$725	\$825
Opposite inside front cover	\$725	\$825
Opposite inside back cover	\$725	\$825
Opposite Table of Contents page	\$650	\$750
Ad on Section Divider Page	\$575	\$700
Full page (4.5"x8.0)	\$475	\$600
Full page color ad	\$325	\$350
Half page (4.5"x3.75")	\$400	\$525
Business card (3.5"x2")	\$375	\$500

Approved advertising changes for Beacon Advertising Rates for 2016 as follows:

Ad Size	Member Price	Non-Member Price
Full page (8"x10")	\$500	\$600
Half Page – horizontal (8"x5")	\$350	\$450
Half Page – vertical (4"x10")	\$350	\$450
Quarter Page – (3.5"x4.5")	\$275	\$375
Business Card – (3.5"x2")	\$200	\$300
Full Color Ad	\$200 addl.	\$300 addl.

Motion to adjourn at 6:53 p.m.; Mr. Mott moved and Mr. Hasselman seconded.

Respectfully submitted by:

Maura C. Hancock

September 18.

2015

Maura C. Hancock, Board Secretary

Date