

CAI CHESAPEAKE REGION CHAPTER
Board of Director's Meeting
November 9, 2016
Offices of American Community Management

The meeting was called to order by Neil Alioto at 4:35P.M.

Board members present were Neil Alioto, Rod Clark, Maura Hancock, Ruth Harlan, Bill Hasselman, Allen Mott, Gianna Rahmani. Also in attendance was Camille Cimino. Gary Saylor and John Taylor were absent.

Approval of Agenda – Ms. Harlan motioned to accept the agenda, as submitted. Ms. Rahmani seconded. Approved.

Approval of Minutes – Mr. Mott motioned to approve the October 5, 2016 minutes, as presented. Mr. Clark seconded. Approved.

COMMITTEE REPORTS – the following minutes were presented to the Board and accepted:

- Minutes from the Membership Meeting.
- Minutes from the Newsletter Meeting
- The minutes from the Post Expo Conference were not available. They will be sent to the Board for review by email.

CED MANAGEMENT REPORTS

- Education
 - October 29, 2016 Homeowner Seminar was cancelled. This seminar was on Winterization. Board believes that there were too many seminars on the same topic offered this year.
 - PMDP: 2015/2016 Attendee Chart. Ms. Cimino reviewed how CAI chapters get the PMDP courses to offer to their membership. For any PMDP classes offered and held, the Chapter receives 5% commission on the cost of the class. For classes where there are 20 or more attendees from the Chapter, the Chapter receives a 20% commission. The Chapter will be making less commissions this year. Course attendance was lower than the previous year. 2015 attendance was exceptionally high.
- Membership
 - September and October statistics
 - List of Expired Members were reviewed
 - New Members reviewed
 - Matrix Reports reviewed
 - Last year – October 2015, there were 845 members. This year there are 854 members.
 - Board discussed the idea of a Membership Campaign to Business Partners encouraging them to promoting CAI to clients.

- Mr. Hasselman suggested having a packaged email with links and attachments imbedded that could be sent to Business Partners so that they can easily send an email out to their clients.
- Mr. Hasselman offered to create the blurb to promote the campaign. He asked the staff to send him the links and attachments that could be used in the marketing email.
 - The Board also discussed the idea of encouraging Management Company members to promote CAI to their boards. We could hold a contest for the Management Company that has the most homeowners participate in CAI.
 - The Board will discuss this further so that we can develop the criteria for winning the contest.
 - The winning Management Company would get a free full page ad in a Beacon Newsletter. The first year of the contest will be from January thru October 31st and the winner will be announced at Holiday Social. The second year of the contest could go from November until October.
 - The AdHoc group consisting of Ruth Harlan, Neil Alioto, Gianna Rahmani and Gary Saylor offered to call any of the Management companies encouraging them to participate.
- DelMarva
 - They have selected “Reserve Studies, Transition Studies & ReBuild Insurance Appraisals- the Importance and the Difference of each” as their program topic for their March 31st, 2017 Eastern Shore Breakfast seminar.
 - Listing of Management Companies located on the Eastern Shore was provided to the Board.
- Newsletter
 - Fall Beacon is at the printer.
- Finance
 - Summary of Account Balances – as of September 30
 - Profit & Loss – Year to Date Report
 - Bank Statements provided.
 - Proposed 2017 Budget discussed.
 - The Board discussed increasing the CAI profile to management companies, Home Owners and Business Partners through a social marketing company.
 - Board discussed adding to the budget a line item to hire a consultant to help figure out where to advertise, explore marketing companies to grow the chapter.
 - Mr. Clark motioned to approve the proposed budget with the above changes. Ms. Harlan seconded the motion. Approved.

- Nominating
 - The ballots were received and were tallied. Gary Saylor oversaw the staff and the counting of the results are as follows: Mr. Alioto, Mr. Hasselman, and Mr. Mott were voted back on to the board.
 - In 2015, there were 140 ballots voted. In 2016, there 167 ballots voted.
- Expo
 - Expo Theme for 2016 was “The Great Debate - Sex, Drugs & Drones”.
 - The 2016 Expo presentation made more money than in years past.
 - There was not an expenditure for a speaker so money was saved.
 - There were 37 less registrants this year from last year.
 - This year there were more homeowners attending.
 - Evaluation Form Results – Attendees – 1/3 of the attendees filed out survey forms
 - Board agreed that the means for getting more attendees is through the managers.
 - Ms. Cimino will compare the list of 2015 manager attendees to those who attended this year and then attempt to find out why they did not attend the 2016 Expo.
 - Vendor Evaluation Forms reviewed.
 - Late Vendors: Falcon Group, Comsource, ASG, Minkoff, MultiCorp, Home Paramount Pest Control.
 - Board discussed charging/penalizing the companies that were late with a \$50 late charge.
 - Board agreed to shave off 30 minutes from the lunch hour for the 2017 Expo as there was too much lag time.
 - 2017 Expo dates are October 23 & October 24.
 - Expo Virtual Tour Update – Staff is working with the google photographer on the boxes that will show the exhibitor company information. It may or may not be ready to debut at the Holiday Social.
 - Suitcasing Policy – Mr. Alioto asked that this topic be tabled to the January board meeting as Mr. Saylor was not present and he was key to the topic.
- Holiday Social – As of today – there are 55 registrants.
 - Sponsorships in 2015 - \$9,600 Sponsorships in 2016 - \$9,700
 - The Board discussed that the committee members were supposed to make calls to help generate attendance and sponsorship. Board suggests that the Co-Chairs have the committee members report back to the Co-Chairs regarding who they contacted and the success of their calls.

NEW BUSINESS

- Tidewater Open House. Tidewater will be hosting a grand opening of their new offices in Silver Spring. They’ll be asking their homeowners to attend as well as CAI board members to talk about the benefits of being a member of CAI.

OLD BUSINESS

- The results for the Neil Moreland Scholarship will be announced at the Holiday Social.

BOARD MATTERS

- Mr. Clark thanked all the board members for their heartfelt expressions of concern on the passing of his step-daughter.
- Mr. Alioto took a moment to thank the Board and staff for their support and how happy he was to turn over the reins of the Chapter to Ms. Rahmani.
- Ms. Cimino stated that there will be a verbal recognition of all the committee volunteers at the annual meeting.

NEXT BOARD MEETING will be held on January 11th, 2017 at the offices of American Community Management, 7484 Candlewood Road, Suite H, Hanover, MD 21076 at 4:30 p. m.

Mr.Clark motioned to adjourn the meeting at 5:55p.m. Ms. Rahmani seconded. Approved.

Respectfully submitted by:

Maura C. Hancock
Maura C. Hancock, Board Secretary

January 1, 2017
Date