

CAI CHESAPEAKE REGION CHAPTER

Board of Director's Meeting

April 17, 2019

Michael's Eighth Avenue

Glen Burnie, Maryland

Legislative Action Committee Report (Steve Randol)

Steve Randol gave an overview of the Maryland Legislative Action Committee (LAC). He provided and reviewed a chart of the Maryland LAC yearly action cycle. He also provided an action diagram of the committee's process for identifying bills that are relevant to community associations. The committee works to develop allies to assist in addressing these relevant issues. Mr. Randol suggested the CAI Board provide to the LAC, a yearly list of priority items they would like legislators to address. He requested the list be submitted each September.

Call to Order – Allen Mott called the meeting to order at 12:30 p.m.

Roll Call

Board members present were Ruth Harlan, BK Swartwood, Maura Hancock, Gail Windisch, Allen Mott, Bill Hasselman, Rod Clark, Vicki Eaton and Kerrie Zander.

Also present were Ron Bridge, Matt Dozier, Camille Cimino and Nan Blake.

Membership and Marketing Committee

Report on Website Development Research (Ron Bridge & Matt Dozier)

- Ron Bridge and Matt Dozier have met with Mount Vernon Marketing to discuss website upgrades. Mr. Bridge and Mr. Dozier have also looked at the websites of other chapters for comparison. Cost for these sites run between \$15,000 and \$20,000. A new CAI site would need to be mobile friendly and Google compatible.
- WordPress would be the best choice for the new site, and it is compatible with Microsoft 365.
- Ms. Cimino provided that it would be helpful for the staff to be able to administer small tasks in house.
 - Ms. Harlan noted that the Board Minutes are not up to date on the Chapter's website.
- Mr. Bridge and Mr. Dozier discussed including advertising on the site to generate revenue. It was suggested to engage a second party to be the advertising administrator.
- The Board agreed that \$10,000 would be a good starting number for the budget.
- A RFP is needed. Mr. Mott and Ms. Swartwood will create such a document.
- Mr. Bridge and Mr. Dozier were approved to reach out to Naylor Associates to discuss the specifics of an advertising portion on the site.
- They would like a Point of Contact going forward.

Approval of the Minutes

Ms. Swartwood motioned to accept the minutes of the March 20, 2019 meeting as amended. Ms. Windisch seconded. Approved with all in favor.

President's Report – The Big Picture

The office transition has gone well and the Board is working with Ms. Cimino to increase staff efficiency. Ms. Harlan and Ms. Eaton are working with CAI's bookkeeper on CAI finances. The final major project is to upgrade the organization's website.

CED MANAGEMENT & COMMITTEE REPORTS

Education (Bill Hasselman)

- March 20 Breakfast Seminar Evaluation results provided in the Board packet. A total of 53 evaluations out of 124 paid registrants were returned. Work is needed to balance input from all speakers on a panel.
- March 20 Breakfast Seminar financial statement provided in the Board packet. Profit for the event was \$8,329.32.
- Approximately 100 people had registered for the April 17 Breakfast Seminar.
- May 22 Breakfast Seminar – “Community Associations and Information Technology” seminar outline provided in the Board packet. Scheduled speakers are Nicole Williams, Rees Broome; Andrew Schlaffer, USI Insurance; and Kevin Kernan, Whiteford Taylor Preston. **Mr. Hasselman will get format information from Mr. Kernan and will also speak with Mr. Schlaffer about the need for interaction with attendees.**
- Ms. Swartwood asked Board members for suggestions on how to reach out to members for input to improve the flow of educational programs.
- It was suggested to email presenter's handouts to participants or to post handouts on the website along with an email blast with location information.

Expo (Kerrie Zander)

Minutes of the April 9, 2019 meeting were provided in the Board packet. Ms. Swartwood reminded liaisons that committees are to make recommendations only with the final decision to be made by the Board. The Board took the following actions:

1. Mr. Clark **motioned** to accept the committee's recommendation for table top and booth rates. Ms. Windisch seconded. Motion approved.
2. Ms. Swartwood **motioned** that no company service vehicles be allowed to park in the front parking lot at Martin's West. Ms. Windisch seconded. Motion approved. Ms. Cimino indicated that there will be signage at the lot reminding companies of this policy.
3. Mr. Clark **motioned** to accept the committee recommendation to use rebate money from the credit card to help offset Expo costs. Ms. Swartwood disagreed with the recommendation. Motion was not seconded.

Ms. Swartwood **motioned** to leave rebate money from the credit card in the general account. Mr. Hasselman seconded. Motion accepted.

4. Committee Sponsorship Recommendations -
 - a. New 40th Anniversary Sponsorship – *tabled*

- b. Ice Cream Sundae or Chocolate Fountain & Dessert Sponsor – *tabled* staff to get pricing information.
 - c. Ms. Swartwood **motioned** to accept the committee’s recommendation for Passport, Onsite Program Advertising Rates and Cash Prize Drawings as proposed in the minutes. Ms. Windisch seconded. Motion approved.
5. The Board approved the Schedule of the Day as presented in the minutes.
 6. Ms. Swartwood **motioned** to accept “Meetings Gone Wild – Leading Your Board out of Chaos” as the 2019 Expo topic. Ms. Windisch seconded. Motion approved.
 7. Mr. Clark **motioned** to accept the committee recommendation to keep attendee rates for 2019 at the same levels as 2018. Ms. Windisch seconded. Approved.
- There will be a better method in place for collecting the audience response devices used at the event.

Membership (Ruth Harlan)

- Minutes from the Membership Committee Meeting were provided in the Board packet. No actions needed.
- Total members as of 3/31/18 - 976
- Total members as of 3/31/19 - 1108

DelMarva (BK Swartwood)

- Financial Statement February 1st Breakfast Seminar was provided in the Board Packet.
- Eastern Shore Breakfast Roundtable Program – 60 registrants to date.
- March 2nd Homeowner Seminar Financial provided in Board packet.
- April 6th Homeowner Seminar Financial provided in Board packet.

Newsletter (Gail Windisch)

- Committee meeting minutes provided in the Board packet.
- Newsletter is ahead of schedule.
- The Board had previously requested that the committee write articles that could be circulated to the press or published in the Maryland Municipal League. The committee asked for clarification on what type of articles the Board would like written. Board members suggested an article on how to work with city officials.

Finance (Ruth Harlan)

- Account Balance Summary as of March 2019 provided in the Board packet.
- Profit & Loss as of March 2019 provided in the Board packet.
- SECU & 1st National Bank Statement provided in the Board packet.
- A summary of Morgan Stanley CD’s and Money Market was provided in the Board packet.
- Ms. Harlan reviewed the new report format for the Board.
 - Ms. Harlan **motioned** that, going forward, a hard copy of the ‘Summary of all Functional Expenses’ be included in the Board packet and that other financial statements be sent electronically to Board members prior to the Board meeting;

- any questions relating to the financial reports to be funneled through the Treasurer in advance of the meeting. Ms. Windisch seconded. Motion approved.
- The Board reviewed the proposed Procedures for Financial Internal Controls statement. It was clarified that ‘non-recurring expenses’ refers to non-budgeted expenses (i.e. calling in a plumber).
 - Mr. Clark **motioned** to accept the Procedures for Financial Internal Controls with corrections. Ms. Eaton seconded. Motion approved.

Holiday Social (BK Swartwood)

- Committee meeting minutes were provided in the Board packet.
- Ms. Harlan has concerns regarding the cost of hiring a band and a DJ. Several other Board members are in favor. It will be discussed further by the Committee.

Golf (Maura Hancock)

- Committee meeting minutes were provided in the Board packet.
- Several opportunities for sponsorship and several 4-somes are still available. Ms. Hancock noted that the 4-some openings will allow for new sponsors to also play in the event, which is a positive option for potential sponsors.

Nominating Committee - No Report

Old Business

- *Committee Handbook* (revised March 2019) was provided to the Board for review. Yearly updates will be needed.
 - Ms. Swartwood **motioned** to accept the Committee “Protocol Succession Plan” as written in the Committee Handbook with an effective date of January 1, 2020. Ms. Windisch seconded. Motion approved.
 - Ms. Harlan **motioned** to accept the “Sample Committee Minutes” and “2019 CAI Committee Deadline Schedule” as written in the Committee Handbook. Mr. Hasselman seconded. Motion approved.
 - Ms. Harlan **motioned** that committee liaisons take the “Committee Charters” as written in the Committee Handbook to their committees for review and comments. Ms. Windisch seconded. Motion approved.
- *Signage* – A Howard County permit is needed to install the ground sign. Request must come from the landlord. Additionally, the sign must be 10 feet back from the right of way. Mr. Hasselman is waiting on lot drawings and right of way information to determine if CAI should move forward with the project.
- *Insurance Status* – Ms. Eaton reviewed the current status of insurance coverage. Volunteer insurance does not include Board members. Cost to consolidate insurance to include workman compensation and volunteer insurance is \$3,610.
 - Ms. Windisch **motioned** to approve the insurance consolidation as presented. Ms. Hancock seconded. Motion approved. Ms. Eaton will move forward with consolidating the insurance policies.
- *CED Review* – This will be reviewed by the Executive Committee on April 24th.
- *Security* – Mr. Hasselman provided an update on security for CAI offices. The ADT proposal has been signed. Service includes a motion detector, door alarms and burglary

alarm. Unlocking the entrance door will be controlled from the office. Visitors will be required to use the doorbell for access. Handicapped entrance hardware will not be functional however it is cost prohibitive to have the buttons removed. ADT will install system on April 19th.

- *Multi Build Punch List* – The Board discussed Multi Build’s request for final payment of \$1,500 for contracted services and \$3,000 in salary for addition construction management service. The Board agreed that the \$3,000 in salary was warranted. Bathroom door hardware will not lock and the front door closes inconsistently.
 - Mr. Hasselman **motioned** to withhold \$500 from final payment for unsatisfactory services and to pay Multi Build a total of \$4,000. Ms. Eaton seconded. Motion approved with 8 ayes and one abstention (Mr. Mott).

New Business

- Ms. Cimino reported that the casing frames around 2 windows are broken. Issue to be reported to the MSDA.
- Landscaping:
 - Ms. Harlan **motioned** to authorize AMG to landscape and maintain the office entrance area thru 2019 and for them to place a plaque (not to exceed 8’ x 10’) along the sidewalk. Ms. Eaton seconded. Motion approved.
- *Open House Update* – Draft invitations were provided for review. There will be several invitation levels. Ms. Cimino asked to be kept current of the RSVP count. **Mr. Hasselman is in charge of drinks for the event (alcoholic and non-alcoholic). Kerrie will survey Board members for food choices and present food plan at the May meeting.**
- *Supply Service* – The Board agreed to request bids from Quill, Staples and Guernsey for office supply delivery. This will be discussed by the Executive Committee on April 24th.

Mr. Mott motioned to adjourn the Board meeting at 3:18 p.m. Mr. Hasselman seconded. Motion approved.

PLEASE NOTE: Action Items are Highlighted in yellow