

CAI CHESAPEAKE REGION CHAPTER

Board of Director's Meeting

February 27, 2019

Held at Michael's Eighth Avenue

Glen Burnie, Maryland

Call to Order

Allen Mott called the meeting to order at 12:47 p.m.

Roll Call

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

Also present were Camille Cimino and Nan Blake.

Approval of Minutes

Mr. Hasselman motioned to accept the minutes of the January 16, 2019 Board of Directors meeting as submitted. Ms. Harlan seconded. Approved.

Ms. Harlan motioned to accept the minutes of the February 18, 2019 Board of Directors meeting held via telephone conference call as submitted. Ms. Swartwood seconded. Approved.

President's Report

Committee Chairs, Co-Chairs and Vice Chairs for the upcoming year have been confirmed and a roster of 2019 Chesapeake Chapter Committee volunteers was provided in the Board packet. Mr. Mott has reached out to Mr. Bruce Smallwood of Mt Vernon Marketing who has submitted some ideas for developing an overall marketing plan for the chapter. Mr. Mott and Ms. Cimino will work with the Education and Membership chairs to brainstorm additional marketing ideas. A meeting is scheduled for March 11, 2019.

Education

- The first February Breakfast Seminar was well received.
- Copies of the Call for Presentations letter and application form were provided in the Board packet. The Board gave the go-ahead to send out the Call for Presentations to the Business Partners.
- The topic for the March 20th Breakfast Seminar is "Simple Math: Proactive Management + Effective Management = A Healthy Community" presented by Don Plank & Todd El-Taher. An outline for the event was provided.
- Five homeowner seminars will be held at the new CAI office.

Expo – No Report

Membership

- Ms. Zander suggested that the Board meetings that follow the Breakfast Seminar start at 12:30 p.m.

- Minutes of the January meeting were provided in the Board packet.
- January statistics:
 - Expired Members list provided (9 members)
 - New Members list provided (40 members)
 - Matrix Report provided
 - Total Members as of 1/31/17 – 834
 - Total Members as of 1/31/18 – 911
 - Total Members as of 1/31/19 – 1,077
- Committee members are discussing marketing and demographics strategies.
- The Board reviewed the Membership committee's recommendation for the 2019 membership campaign/contest.
 - Ms. Harlan motioned that the criteria for the 2019 Membership campaign/contest require the first-place winner to bring 6 or more non-member Homeowners to a CAI event. Second place winner is required to bring 5 or more non-member Homeowners. Ms. Eaton seconded. All in favor. Approved.
- Mr. Mott suggested that the committee be called the Membership and Marketing Committee. The Board will have further discussion on this at a later date.
- Ms. Swartwood suggested ordering a ribbon for Business Partners who get the 'Educated Business Partner' designation.

DelMarva

- 92 paid individuals attended the Eastern Shore Breakfast Seminar.
- The next event, "You Don't Know, What You Don't Know, Until You Discover – You Don't Know!" will be held on Friday, April 26, 2019.

Newsletter

- February meeting minutes were provided in the Board packet.
- Ms. Harlan recommended that event attendees be asked to fill out a survey at the end of the Breakfast Seminar and leave it on the registration table for collection. This might generate a greater response than asking that the survey be filled out later. Ms. Cimino noted that she could send the survey to the Membership via email as well.
- Ms. Windisch feels that this committee works very well together.

Finance

- CAI has approximately \$306,634 in funds awaiting placement.
 - Ms. Harlan motioned to invest \$200,000 in 6 to 48 month CD's with Morgan Stanley and to hold the remaining \$106,634 in the Morgan Stanley money market account. Ms. Eaton seconded. Approved.
- Account Balance Summary as of January 31 and bank statements for the period were provided in the Board packet.
- Profit and Loss statements for the January 2019 were not available.
- Ms. Harlan and Ms. Eaton presented and reviewed a draft budget.
- Committee is working to understand the flow of funds in and out of the organization as a way to produce a more accurate budget. Receipts with explanation will be used to

produce a summary sheet and to help understand the expense to revenue financial relationship.

- Committee is working to minimize cost for the Membership Directory
- Going forward, summary financial reports will be presented at Board meetings for review.

Holiday Social

- The Board discussed location options for the Holiday Social.
 - Ms. Harlan motioned to book the Holiday Social on December 6, 2019 at The Great Room at Savage Mill in Laurel, Maryland. Ms. Eaton seconded. Approved.
- The Board agreed not to hold the Annual business meeting at the Holiday Social.
 - Ms. Eaton motioned for the Annual business meeting to be held on September 11, 2019 at the Educational Planning Retreat. Ms. Windisch seconded. Approved.
- Outgoing and incoming Board members as well as Instructors and committees will be acknowledged at this meeting.

Golf

- February meeting minutes were provided in the Board packet.
- The Golf Outing is June 19th at Waverly Woods in Marriottsville, MD.
- Staff to send out First Right of Refusal letters the week of 2/25. Committee members will begin making sponsor calls after the March meeting.
- The committee recommends single player fee of \$325 and foursome will be \$1,250. Committee is also thinking of having two food trucks at the event with the committee working to find four new sponsors to cover cost of the trucks.
 - Ms. Hancock motioned that the Board approve the increase in fees for singles and foursomes and adding the new sponsorships. Motion not seconded.
 - Ms. Swartwood motioned to approve 2 food trucks at no more than \$1,000 per truck. Mr. Hasselman seconded. Approved. Committee will work to find sponsors for the food trucks.
- SI Restoration has offered to do a cooler giveaway from their sponsored area. This is in addition to them sponsoring the beer.
- The committee is also arranging to have an Adidas/TaylorMade “Pop-Up” shop onsite. All players will receive a \$50 voucher that they can use to buy merchandise.

Nominating

- Committee to consist of Ruth Harlan (Chair), Vicki Eaton (President-Elect), Gary Saylor, Neil Alioto and Steve Randall.
- Bylaw Ad Hoc group to review and provide comment and recommendation on Mr. Mott’s and Mr. Hasselman’s redline of Bylaw changes proposed by National.

LAC

- Mr. Allen will send updated wording for Senator Delores Kelley’s plaque.
- It was proposed that the LAC committee provide one to two updates a year to the Board. Mr. Mott will have further discussion with the committee.

Old Business

- Ms. Swartwood, Ms. Eaton and Ms. Windisch are reviewing the Chair/Co-Chair and Chair/Vice-Chair structure for committees and will present their recommendations at the March meeting.
- Ms. Eaton provided a sample format for committee meeting minutes.
 - Ms. Swartwood motioned to adapt the proposed format for minutes for committee use. Ms. Windisch seconded. Approved. Ms. Harlan suggested that this information be included with committee chairman binders. The Board tabled discussion on who is responsible for taking the meeting minutes.
- The Board reviewed signage options and pricing for the new offices of CAI. It was agreed that a door graphic and interior impact logo are not needed at this time.
 - Mr. Hasselman motioned to approve up to \$1,000 for directional signs from Duffy Signs; signage to be approved by Ms. Cimino, Ms. Zander and Mr. Hasselman. Ms. Swartwood seconded. Approved
- The Board reviewed the ADT proposal for security, access control, cameras and intercom system. The Board agreed to approve up to \$3,000 for entrance fobs and console security. The Board directed that MSDA needs to unplug the camera that is presently in the office. Ms. Cimino and Mr. Hasselman will work with ADT for a revised proposal.
- The Board discussed the RDF request from Andre Brown/Multi Build Developers for additional payment. Discussion was tabled. Ms. Harlan asked Ms. Cimino for a list of all checks issued to Andre Brown/Multi Build Developers.
- Ms. Cimino is working to provide a certificate of workers compensation for CAI.
- Ms. Eaton has spoken with the insurance agent and is working to secure a better policy offer. Ms. Eaton will present her findings at the next Board meeting.

New Business

- Mr. Mott and Ms. Swartwood are working on the Operation and Orientation Manuals.
- Chapter Sponsor Appreciation Happy Hour
 - Ms. Zander motioned to host an Open House CAI Sponsor Appreciation Happy Hour for Platinum and Gold sponsors (2 attendees per) on Thursday, June 6th from 5:30 p.m. to 8:00 pm. Expenses not to exceed \$1,500. Event to be catered by Wegman's with beer/wine/soda/water to be provided at the event. Invitations to be mailed by May 3rd with an RSVP date of May 23rd. Each invitee may bring a guest. Ms. Harlan will oversee the producing of the invitations. Ms. Windisch seconded. Approved
- Staff will be using the '40th year anniversary' logo on correspondence, email, website and flyers.
- The 2019 Calendar of Events was provided in the Board packet.

Ms. Swartwood motioned to adjourn the meeting at 3:39 p.m. Ms. Windisch seconded. Approved.

Respectfully submitted by:

Nan Blake

Recording Secretary

March 5, 2019

Date