

CAI CHESAPEAKE REGION CHAPTER
Board of Director's Meeting
January 16, 2019
Held at the Offices of Cowie & Mott

Allen Mott called the meeting to order at 4:16 p.m.

Roll Call

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

Also present were Camille Cimino and Nan Blake.

Agenda Approval

Mr. Mott requested to amend the agenda to include 'Submission of Conflict of Interest Forms'. Ms. Harlan motioned to amend the agenda to include 'Submission of Conflict of Interest Forms'. Ms. Hancock seconded. Approved. Ms. Harlan motioned to accept the agenda as amended. Ms. Eaton seconded. Approved.

Staff will email National's Conflict of Interest forms to all of the Board for them to sign and return to the Chapter Office.

Approval of the November and December Board Meeting Minutes

Ms. Harlan motioned to accept the minutes of the November 14, 2018 Board of Directors meeting as submitted. Mr. Clark seconded. Approved.

Ms. Harlan motioned to accept the minutes of the December 12, 2018 Board of Directors meeting as submitted. Mr. Hasselman seconded. Approved.

President's Report

Orientation for Board members was held on the January 9th. Procedural issues and meeting organization were reviewed. The Board will consider the suggestion to begin meetings earlier than 4 p.m.

Election of Chapter Board Officers

- Ms. Swartwood nominated Vicki Eaton as President Elect. Mr. Hasselman seconded. Approved
- Mr. Hasselman nominated BK Swartwood as Vice President. Ms. Windisch seconded. Approved.
- Ms. Eaton nominated Ruth Harlan as Treasurer. Ms. Swartwood seconded. Approved.
- Ms. Swartwood nominated Gail Windisch as Secretary. Mr. Hasselman seconded. Approved.

- Ms. Hancock will be leaving the area and plans to resign from the Board as of December 31, 2019.

Committee Chairs & Board Liaisons

Ms. Eaton proposed rotating Committee Chairs to enable greater participation and help nurture these members in the hope of their one day serving on the Board. The Board agreed that Ms. Windisch, Ms. Swartwood and Ms. Eaton are to schedule a conference call to establish a policy for selecting Committee Chairs and Vice Chairs and to determine if and when the Chairs should rotate. This recommendation would be reviewed by the Board and if approved, take effect in 2020.

The Board proposed the following Committee Chairs, Vice Chairs and Board Liaisons. Mr. Mott will speak with nominees to confirm their acceptance.

- *Golf* – Scott Karam - Chair, Kara Permisohn - Vice Chair, Maura Hancock – Board Liaison.
- *Expo* – Ellen Throop - Chair, Michael Romano – Vice Chair, Kerrie Zander – Board Liaison.
- *Annual Social* – Stephani Wittles – Chair, BK Swartwood – Board Liaison. Mr. Mott will ask Ms. Wittles for a Vice Chair recommendation.
- *Membership* – Ronald Bridge – Chair, Ruth Harlan – Board Liaison. Mr. Mott will ask Mr. Bridge for a suggested Vice Chair.
- *PMDP On-Site Registration* – Jonathan Rosenberg – Chair.
- *Delmarva* – Chad Toms – Chair, Lisa Meck – Vice Chair, BK Swartwood – Board Liaison.
- *Newsletter* – Dani Bressler – Chair, Don Plank – Vice Chair, Gail Windisch – Board Liaison.
- *Nominating* – Mr. Mott will ask Steve Randol to be on the committee. As Immediate Past President Ruth Harlan will be the Chair. Vicki Eaton, as President Elect, will be on the committee as per the by-laws. Three additional members are needed. Members may not be elected officials or candidates. Mr. Mott will work to fill the positions. Mr. Mott noted he would ask Mr. Saylor and Mr. Alioto to serve on the nominating committee as they had expressed an interest.
- *Education* – Susan Blackburn – Chair, Christy Stevens – Vice Chair, Bill Hasselman – Board Liaison.
- *Finance & Budget* – Ruth Harlan – Chair, Vicki Eaton – Vice Chair, Rod Clark – Board Liaison.
- Mr. Mott will oversee an Ad Hoc By-Laws committee. Mr. Hasselman and Ms. Swartwood volunteered as members.
- Ms. Harlan will be the Board liaison to the LAC committee.

Education

- Evaluations for November Board Leadership Development Workshops provided in the Board packet. Financial Recaps will be provided at the next February Board meeting.
- A copy of the 2019 Breakfast Seminar Brochure was provided for the Board's review.
- The Board asked that Mr. Hasselman continue to provide a seminar evaluation after each Breakfast Seminar.

Membership

- Ms. Harlan motioned to remove 'Chapter by Organization/Individual Type Matrix Statistics' from future Board packets. Ms. Eaton seconded. Approved. It was agreed that staff will include this report at the last Board meeting of the year.
- It was noted that the Chapter has 135 more members than we did last year at this time.
- Committee reviewed the results of the 2018 membership contest and made criteria recommendations for the Board to review.
 - Ms. Swartwood motioned to include a requirement to bring a minimum of 5 non-member homeowners per year to be eligible to win the contest. Ms. Eaton seconded. Ms. Swartwood withdrew her motion after it was noted that the proposal was not in the Membership committee meeting minutes.
 - Ms. Swartwood motioned to send the suggestion back to the committee and request that the membership meeting minutes be amended to include the recommendation for the criteria for 2nd place. Ms. Hancock seconded. After discussion, Ms. Swartwood withdrew her motion.
 - The Committee needs to submit a written proposal to change the Membership campaign. Moving forward all committees should be sure to include any recommendations in their minutes before it goes to the Board.
Ms. Eaton will share with the Board, her template for drafting Committee minutes.

DelMarva

- Ms. Cimino gave an update on the upcoming February 1st Breakfast Seminar. To date, there are currently 21 people registered. Breakfast Sponsorships are sold out.
- They will be having a conference call tomorrow, January 17th. Staff has been sending out mass emails as well as emailing management companies trying to get more attendees.

Newsletter

- Ms. Windisch stated that she had spoken to Ms. Bressler regarding sending out a short member survey by way of Survey Monkey to get ideas for newsletter articles, seminar topics and legislative issues that the membership would like to see the Chapter address.
- **The Committee is to create questions that can be used on the survey.** When approved by the Board, Staff can then send the survey out to the membership.
- Ms. Cimino stated that the Maryland Municipal League puts out a magazine that is directed to the legislatures. Judy Ann Lee had written an article that she will be revising as per the recommendations from the League. This may be an effective way for the Chapter to keep CAI in front of city officials throughout the State. It was suggested that

perhaps this article and other future articles could be sent out to the press a couple of times a year. The Board would like the Committee to discuss this idea further.

Finance

- Due to Mike Frey, the Chapter Bookkeeper being on vacation, the Treasurer report has been tabled to February.
- Allen Mott indicated that he would like to have a CED evaluation process with an incentive based on items including revenue growth, membership and quality of educational programs.
- The Finance Committee will be looking at establishing criteria to institute a performance incentive for TLG. Objectives for the evaluation will be revenue growth, membership and educational programs.
- Ms. Harlan will be discussing with the committee the best way to invest the \$306,634.36 in laddered CDs with some left to deposit into the operating account. More information will be provided at the February Board meeting.

Annual Social

- The Annual Social Committee is to come up with ideas for recognizing the Chapter's 40th Anniversary at the Annual Social and also to think about how the event could be more upscale.
- There was discussion amongst the Board regarding the past 2018 Holiday Social Event. Ms. Eaton indicated she found the event boring and would like to go back to previous years when it was more intimate.
- For 2019, The Westin's food and beverage minimum has increased substantially. The new owners of the hotel are requiring clients to spend \$10,000 in food and beverage in order to have the two sections of the Ballroom beginning at 5:00 pm. on a Friday night in December. It is \$12,000 if access to the room is needed as early as 2:00 pm reason being it prevents the hotel from booking an event in that space during the day. The Board asked Staff to find out what the food and beverage minimum would be for the White Oak Room.
- BK Swartwood will talk with Stephanie Wittles, the Committee Chair, to come up with some other possible locations to host the event and bring those recommendations to the Board.

Golf

- First meeting will be Wednesday, January 30th at The Laurel Group's Office.

Bylaw Revisions

- Mr. Mott, Ms. Swartwood and Mr. Hasselman will review the recommended changes from CAI National to the Chapter's Bylaws and bring those revisions to the Board at the February Board meeting.

- Ms. Cimino stated that National suggests changing policies and not changing the ByLaws so often. Mr. Mott, Ms. Swartwood and Mr. Hasselman will work on that.

MDLAC

- Mr. Mott will send updated wording to Steve Randol and the Chapter Staff for Senator Delores Kelley's plaque.
- It was proposed that the LAC committee provide one to two updates a year at a Breakfast Seminar. Mr. Mott will have further discussion with Steve Randol as Chair of the MD LAC.

Nominating

- Ms. Harlan, as Immediate Past President will Chair the Committee. Ms. Eaton as President-Elect shall also serve on the committee. Allen Mott is going to ask Steve Randol if he is interested in serving.
- Mr. Mott is hopeful that there will be a good process in place in the future regarding Chair and Vice Chair appointments and a general progress of the positions.

New Office Update

- Ms. Harlan anticipates a February opening for the Chapter Office.
- The new door to the storage room in the Columbia office is to be stained to match the color of the door that connects the new conference room to the MSDA seminar room.
- Ms. Windisch motioned for Ms. Cimino to purchase a stand-alone color scanner/printer/copier for the office with an expected not to exceed amount of \$450. Ms. Harlan seconded. Approved.
- Ms. Cimino indicated that the office furniture will be delivered to the office on Monday, February 4th.
- Ms. Cimino is requesting bodies to come and help box up the office on Tuesday, February 5th.
- Atlantic Maintenance Group will move the boxes from the Annapolis office to the Columbia Office on Wednesday, February 6th.
- Thursday, February 7th, Mike Fernandez, phone system tech and Eric Lebron, the computer tech will come and help set up the phones and computers.
- Signs – Ms. Zander is anticipating receiving a proposal from Duff Signs to present to the Board at the February Board meeting.
- Ms. Zander will obtain temporary directional signs and a door logo.
- Ms. Hancock will pick up any CAI mail from MSDA and deliver to the Chapter Staff in Annapolis.

Operations/Policy Manual

- Ms. Cimino researched trade association manuals to create an operations/policy type of manual for the Chapter. Mr. Mott thought the Board had requested a different type of manual. The minutes will be reviewed to see what was requested. Mr. Mott, Ms.

Swartwood and Mr. Hasselman will review the prepared manual and see if perhaps two manuals can come from this one so that there might be an Operations Manual and an Orientation Manual.

New Business

- The Board reviewed the 2019 advertising and Sponsorship Brochures. They already increased the fees for 2019.
- The Board discussed National's Chapter Award Program– the requirements are very detailed and demanding. The Board is not interested in submitting any applications this year.
- Ms. Windisch and Ms. Swartwood are going to send the Chapter staff any suggestions regarding necessary edits to the Chapter website. Ms. Cimino had obtained a proposal from the Chapter webmaster and programmer to make the website mobile friendly. She will share the estimate with them.
- Ms. Zander discussed options for a Grand Opening event to introduce the new office. Ms. Zander, Ms. Harlan and Ms. Eaton will bring back ideas to the Board for an Open House Spring event in the evening from 5:00 – 7:00 or 6:00 – 8:00 pm.
- The Board agreed that it would be an “invitation only” event where only the Gold and Platinum sponsors would be invited to attend. Other invitees will include the Chapter Board, Staff, Mr. Saylor and Mr. Alioto, two MSDA representatives and Andre Brown, the Project Manager.
- Ms. Harlan is going to look into some catering options and bring her recommendations to the February Board Meeting.
- At the February Breakfast Seminar, Mr. Mott will announce the opening of the new office and will encourage members to come by and visit the office when they are in the area.
- Chapter Staff will promote the Chapter's 40th Anniversary in emails, on publications, in the Beacon newsletter, etc. throughout the year.

Ms. Swartwood motioned to adjourn the meeting at 7:28p.m. Ms. Windisch seconded. Approved.

Respectfully submitted by:

Nan Blake

Recording Secretary

January 22, 2019

Date

ACTION ITEMS FOR THE BOARD

January 2019

- Ms. Windisch, Ms. Swartwood and Ms. Eaton are to schedule a conference call to establish a policy for selecting Committee Chairs and Vice Chairs and to determine if and when the Chairs should rotate.
- Mr. Mott will speak with nominees for Committee Chair and Vice Chair to confirm their acceptance.
- Mr. Mott will ask Ms. Wittles for Vice Chair recommendations for the Annual Social Committee.
- Mr. Mott will ask Mr. Bridge for a suggested Vice Chair for the Membership Committee.
- Mr. Mott will work to fill the remaining open positions on the Nominating Committee.
- Ms. Eaton will share with the Board, her template for drafting Committee minutes.
- Ms. Windisch and the Newsletter Committee are to create questions that can be used on the Membership survey.
- The Finance Committee will be looking at establishing criteria to evaluate the CED and include a performance incentive for TLG.
- Ms. Harlan will be discussing with the Finance Committee the best way to invest the \$306,634.36 in laddered CDs with some left to deposit into the operating account.
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