**BOARD OF DIRECTORS MEETING MINUTES**

Date: Friday, April 12, 2019

Time: 10:00 a.m.

Location: Multnomah Athletic Club

DIRECTORS PRESENT:

|  |  |  |  |
| --- | --- | --- | --- |
| Directors | Yes/No | Directors | Yes/No |
| Andrea Klopfenstein | Yes | Mark Siegel | Yes |
| Barb Casey | Yes | Mike Gallagher | No |
| Deana Doney | No | Ryan Harris | Yes |
| Laura Hall | Yes | Sara Eanni | No |
| Kate Senter | Yes |  |  |

EXECUTIVE DIRECTOR: Laura McDermott, Present

1. Laura H. called the meeting to order at 10:04 a.m.
2. Approval of board minutes March 13, 2019. Laura H. motioned to approve, Barb seconded. **Passed Unopposed.**
3. CED Report – Attached as Exhibit A. Laura M.

* **Sponsorships**. Laura has been meeting with vendor members individually and selling more sponsorships. This is an ongoing item. She is focusing specifically on selling the reverse tradeshow for the month of April.
* **Website**. Ongoing item. Colleen has made some more style changes.
  + **ACTION ITEM: Please take a look at website to provide feedback and direction on where the website should be going**
* **Magazine**. Meeting next week. Working on next edition and working to partner with the membership committee.
* **Reverse Trade Show** – CAI already has a great list of vendor attendees as well as management companies that will be participating. There is only one member management company not participating this year. The committee has begun wrapping up on final numbers. Both new attendees coming, as well as managers who do not usually attend events.
* **Membership Drive** – This event was a complete success. We got 10 new member prospects at the event. I have contacted all of them. 4 of them are participating in the Reverse Trade show and another 3 signed up for membership! I think we ought to do this event every year. Laura has been receiving a ton of great feedback on both location (Lagunitas Community Room) and the event itself. Each committee had time to speak and Laura had time to talk about CAI. New business partner member interest, too.
  + The event will be added to sponsorship packet for 2020.
  + **ACTION ITEM:** **Mark to propose to membership committee on whether CAI hosts a second membership drive in October/November, OR host a business partner appreciation event. BP appreciation event stemmed from new prospective business partners realizing this organization is a great source of business from HOAs, and inquiring further into membership.**

**Focuses for Next Month (includes ongoing items):**

1. New BPs and Sponsorships
2. Selling sponsorships – Magazine ads, open luncheons
3. Management Company visits
4. TREASURER’S REPORT – Andrea.
5. **Report.** Everything looking good. $53,720 in checking account. Net YTD is up $45,000, which is better than years previous.
   1. Andrea will put together a line item spreadsheet for each event for March financial report.
   2. Laura and Andrea to meet in May to go over delinquencies outside of fiscal year to get them resolved; either because it wasn’t paid or tracked correctly.
   3. Laura and Andrea met to discuss and lay the groundwork for the monthly financials process (for when Andrea’s board term ends).
      1. The board should start recruiting for next treasurer.
6. OLD BUSINESS (Action Item Updates)
7. **Outreach Committee.** 
   1. Change “2-20 members” to “2-12 members” in charter. Both are noted, and the board agrees 20 is too many.
   2. Regarding the budget, “as needed” should be changed to “provide budget by August 31” of the given year, like all other committees, for fiscal year preparation. If they don’t ask for money in advance, they can’t expect it.
   3. **MOTION (Laura H.): Approve Outreach Committee Charter pending minor edits to committee members and budget sections. Andrea seconded. Passed unopposed.**
   4. School supply drive at Golf and Cruise. Where will the supplies go? Continue discussion at May meeting.
8. **Goals for 2019.**
   1. Make CAI a resource for managers. We currently have two manager-only social events scheduled, but how can we further improve our manager membership and attendance?
      1. Would like for education to also be a component (how does CAI compete with OWCAM?
         1. **ACTION ITEM: CA Day Committee to come up with some options for manager-only education, whether it is in small segments or a full-day tradeshow.**
      2. Sponsoring a manager to attend an event. Considering ethical issues, how do we get managers to attend when
         1. **ACTION ITEM: Sponsorship committee to come up with an idea for BPs to anonymously sponsor a manager to attend education events.**
            1. Include it in sponsorship packages (e.g. include ten tickets for each BP to hand out to managers throughout the year).
      3. Spotlight management companies who’s managers are on committees and attend events.
         1. Marketing Committee: add a manager spotlight to the magazine– remove “ask a busy person”
         2. Highlight CMCA, PCAM, other designations at lunches once they receive.
      4. Promote Law Day as high level, manager specific law, and include Matt Ober from National to present intensive session following regular sessions.
9. NEW BUSINESS
10. **Fresh PDX.** Laura H:
    1. **Motion to approve relationship with Fresh PDX pending clarification on the “continuing education” certificates. Barb Seconded. Passed unopposed.**
11. **LAC Update.**
    1. HB 2661 not moving forward.
    2. HB 2466 – hearing in senate next week (fidelity bond coverage bill).
12. **Board member email.** Email to CAVL when they join or renew to check with manager as to whether they are certified and/or member of CAI.

**Tabled**

1. COMMITTEE REPORTS
   1. Events

Meeting adjourned at 11:04 a.m.

SUMMARY OF ACTION ITEMS:

|  |  |  |
| --- | --- | --- |
| Action Item | Assigned To | Comments |
| Manger-only education | Laura M. | CA Day Committee to come up with some options for manager-only education, whether it is in small segments or a full-day tradeshow. |
| Scholarship fund for Managers | Laura M. | Sponsorship committee to come up with an idea for BPs to anonymously sponsor a manager to attend education events. |
| Membership Drive/Business Partner appreciation event | Mark | Mark to propose to membership committee on whether CAI hosts a second membership drive in October/November, OR host a business partner appreciation event. BP appreciation event stemmed from new prospective business partners realizing this organization is a great source of business from HOAs, and inquiring further into membership. |
| Website | Everyone | Please take a look at website to provide feedback and direction on where the website should be going |

NEXT BOARD MEETING:

Wednesday, May 10th at 10:00a.m. at Holiday Inn Airport.