### BOARD OF DIRECTORS MEETING MINUTES

Date: Wednesday, March 13, 2019

Time: 9:00 a.m. Location: Vial Fotheringham

DIRECTORS PRESENT:

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

**EXECUTIVE DIRECTOR:** Laura McDermott, Present

1. Laura H. called the meeting to order at 9:09am.
2. Approval of board minutes February 20, 2019. Laura H. motioned to approve, Andrea seconded following changes in 5D (community manager/Sara Eanni clarification. Revise minutes submitted). **Passed unopposed.**
3. CED Report – Attached as Exhibit A. Laura M.

* **Sponsorships –** Laura have been meeting with vendor members individually and selling more sponsorships. This is an ongoing item.
* **CA Day –** Feedback attached to this report. Laura would also like to hear any feedback the Board has as well. CA Day committee has already met, and they have many ideas for improvement. Looking at including community manager specific education. Additionally, should we look to have more real estate specific education (CA Day Real estate disclosure class was standing room only). Potentially starting later and shortening breaks and lunches. Highlight new/improved breakout rooms in any marketing materials. Should CA Day create a new attendee guide to CA Day? A new way of doing a raffle prize; stamp, or other?
* **Website –** Ongoing item.
* **Magazine –** New magazine out.
* **Law Day –** Feedback attached to this report. Laura would like to hear feedback the Board may have, too. (feedback noted further in minutes.)
* **Reverse Trade Show –** Laura M. already has a great list of vendor attendees as well as management companies that will be participating. This is one of Laura’s top priorities this month.

1. TREASURER’S REPORT – Andrea.
   1. **Report.** In the profit and loss statement (says income statement) line item shows 1400 in income YTD, but this should be for Law Day. Expenses are correct, income should be updated. Law Day expenses to be updated, following coding corrections and credit card statement.
      1. Look at aged receivables: all very small, many are January or newer.
2. **OLD BUSINESS**

* **National Response Letter.** Did Laura H. catch all edits provided? Please let her know if not.
  + Sara suggested to slim down the cost section to total $ amount rather than breaking down individual costs (to sending association managers away for proper education). Perhaps include as attachment
  + Include question on whether we can be reimbursed
  + Laura M. informed Sandra that they are going to send a letter, and it was suggested that the chapter wait to send the letter until after the national conference so that it doesn’t reflect poorly on Laura M. Sandra also suggested a follow-up phone call would be favorable following sending the letter.
    - **Motion: chapter to hold off until after national conference in May to send letter. All in favor – passed unopposed.**
  + Include specific examples of membership renewal issues board members and managers are experiencing.
  + ACTION ITEM: Laura H. to make edits and resend to group
* **Professionalism Policy.** Included in letter.
* **Goals for 2019.** 
  + **Manager only education.** Sara Eanni to solicit from WA chapter to see what they do for manager only education.
  + **Events Committee:** someone paying a lot of money for a booth should be able to get ROI, and other vendors should not be able to encroach on that.
    - How can we fix this? Laura M. will monitor registrations for large events (e.g. Law Day, Golf, etc.) to enforce suit casing policy for non-sponsors to create a fair and equitable environment.
    - For luncheons, if anyone unregistered shows up to a luncheon, specifically vendors, write their name down and Laura M. will invoice them.
    - **Motion: only sponsoring vendors can attend CA Day, Reverse Tradeshow, and Law Day. Andrea has seconded. All in favor – passed unopposed.**
* **HB 2661.** No new updates, but Ryan will keep the group apprised of any new updates at our next meeting or via email if needed.

1. **NEW BUSINESS**

* **Outreach Committee.** Laura introduced Shane Lewis, Director of Operations for CWD. He was the chair CAI WA Chapter’s Outreach Committee. Both Laura H. and Laura M. expressed a desire to have a similar here in Oregon. Each board member introduced themself.
  + Shane went over materials he brought with him from WA chapter; charter, minutes, event calendar. The committee would need to spend 2019 developing partnerships, plan for next year so that the board can fully control and have a hand in planning/facilitating these events. Also help keep a handle on finances. A couple examples of what the outreach committee would do:
    - Create an “Ambassador Program”: find members who are not committed to a committee, but willing to push CAI through X,Y,Z; elevator pitch.
    - Put on an “Earth Day” event: takes place on world earth day, host landscaping event for a small community in need.
  + **Motion to start Outreach Committee in Oregon by Laura. Seconded by Sara Eanni. Passed unopposed.**
  + ACTION ITEM: Sara and Shane to spearhead new committee. Won’t cost money, but is founded on donations and sponsorships (to be included in sponsorship packet).
* **Senate Bill 3349.** Property tax deduction for second home. Just a quick mention by Deana to keep an eye on where this is going.

### TABLED ITEMS

* 1. COMMITTEE REPORTS
* Membership.
* Events.
* Education

**Meeting adjourned at 10:28am**

SUMMARY OF ACTION ITEMS:

|  |  |  |
| --- | --- | --- |
| Action Item | Assigned To | Comments |
| National Letter | Laura H. | Re-circulate in word document with track changes on so that board can provide comments, edits, overall feedback |
| National Letter | Laura H. / Laura M. | Hold off on sending letter to National until after national conference. |
| Outreach Committee | Sara E. | Work with Shane to get Outreach Committee proposal back to board for approval – specifically what it would look like in the sponsorship packet and a plan for 2020. |
|  |  |  |

**NEXT BOARD MEETING:**

Friday, April 12 at 10:00a.m. at Multnomah Athletic Club.