

SCV-CAMFT BOARD MEETING MINUTES

August 27, 2010

Call to Order: 9:15 am meeting called to order by Terryann Sanders

Attendees: Terryann Sanders, Nanette Freedland, Shazad Contractor,
Judy McFarland, Lara Windett, Tracey De Soto, Debra D. Rojas,
LaDonna Silva

Absent: Carol Marks, Pam Milliken

Approval of Minutes from prior Meeting:

- **Action:** Upon motion by Shazad and seconded by Judy, the Minutes of the July 23, 2010 meeting were unanimously approved.

New Brochure--Judy:

Judy requested the board approve 10 hours for the program coordinator to complete the design and format of the new brochure.

- **Action:** Upon motion by Judy and seconded by Nanette, the board unanimously approved 10 additional hours for the Program Coordinator to design and format the new pre-licensed brochure.

Public Storage Contract—Shazad: Shazad reported the Public Storage contract is in the name of a former board President. He recommended changing it to the name of SCV-CAMFT since board members change over time. The chapter pays Public Storage a fee for insurance on the contents of the storage unit, but the insurance does not cover documents and the Chapter only stores documents in the storage unit.

- **Action:** Upon motion by Shazad and seconded by Judy, it was unanimously approved that
 - The contract be changed from the name of Russell Wilkie, the former board President into the name of SCV CAMFT.
 - The contact information be the address and phone number of the chapter and the name of Sunnie Weber, Chapter Coordinator.
 - CFO Shazad Contractor is authorized to sign the new rental agreement and related documents to make this transfer possible.
 - The existing insurance provided by Public Storage be cancelled.

Mentor Program Update--Judy:

Judy reviewed problems with the mentor program, noting limited follow-up for members desiring to be a mentor and those looking for mentors. There is a mentor program coordinator, but no procedure for follow-up, hence the program does not flow and it is difficult to determine if it is active.

She has been communicating with Terryann, Lara, and Michael, the Website Designer, about changes to the website to facilitate easy access to the mentor problem. Ideas were exchanged to improve the program and the website. Suggestions include a separate page for pre-licensed members that would include information regarding the Intern Directory and Mentor Program.

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Terryann emphasized promoting the program once changes are made. As a side note, Tracy informed the board that according to Google, January is National Mentoring Month, and that could be a great opportunity to promote the program

Website Update--Lara:

Lara is working with Michael, the Website Coordinator, on changes related to advertising, luncheon registration fees, banking information and on-line membership registration renewals.

Other areas of the website requiring improvement include:

1. Therapist Finder:
 - a. Remove cities irrelevant to our membership.
 - b. Changes to categories related to type of therapist someone is searching for. Currently we can add categories, but we aren't going to eliminate any at this time.
 - c. Add a radius of miles to search to find a therapist.
2. Mentor Program:
 - a. It is expensive to change the buttons on the website, because it requires a platform change by the developers, which is outside the work of the Website Designer.
 - b. There is no additional charge to submit changes in the content. However, there is an additional charge if we ask the Website Designer to write the content.

Lara recommended the following changes noting they are one-time costs that are offset by increasing future revenue from ads and events:

1. The ability for administration to review payments which will be password protected and not available to the general membership.
2. Complete changes to Member Renewals.
3. Classified display ads. Add an automatic notification to advertisers to renew and pay for their ads. Currently, when an ad expires, it just expires and is taken off the site.
4. Events: Add a list of payment categories such as board member, auditing an event, etc. Currently we use an honor system. This change will eliminate the need for the Program Coordinator to follow-up.

Changes to the platform increase the cost of changing the website. The goal is to use technology to eliminate unnecessary work for the Program Coordinator and Web Designer, thereby increasing revenue for the chapter. Discussion ensued regarding approval of cost for these changes or approving a budget for these changes and future changes.

- **Action:** Upon motion by Nanette and seconded by Shazad, the board unanimously approved a budget of \$5,000.00 to update the website as follows:
 1. Make the above-described recommended changes,
 2. Lara use her discretion to make future changes with the remaining amount to:
 - a. Continue managing change requests
 - b. Maximize the site considering:
 - i. Streamlining to get the most programming for the cost

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- ii. Eliminating unnecessary time spent by the Program Coordinator and Web Designer,
- iii. Making the site more valuable to the membership.

Luncheons Update—Tracy:

Tracy outlined proposed luncheon adjustments for 2011, stating they are member-driven based on the survey and feedback on guest speakers. The board expressed enthusiastic support for all proposed changes. Tracy reported she has spoken with the current luncheon committee about the proposed changes noting their concern with a possible increase in work.

The board will be informed prior to any change in venue is. After discussion relating to distribution of marketing materials, the board recommended only luncheon attendees distribute advertising materials related to their practice and remove them at the end of each luncheon, eliminating the need for luncheon committee members to transport, store and set out marketing materials for those not in attendance.

Community Group Page—Tracy:

Tracy introduced a new feature on the state CAMFT website. It is a Community Group Page featuring forums and groups and she suggested it as a way to promote the chapter and events. Tracy will practice using the features and report at an upcoming meeting.

Financials—Shazad:

Shazad is preparing the budget for 2011. He will review budget income sources and expenses from the 2009 and 2010 budgets and send information to Terryann, Nanette and Lara.

Shazad addressed the subject of posting the Annual Report on the website for member review eliminating the need to publish it in the newsletter. Financials can also be stored on the website but they should be password protected.

Annual Meeting Update—Terryann:

In Pam's absence, Terryann provided an update on the speaker and began listing planning details such as promoting the event, a registration table, certificates of appreciation, and a list of volunteers who will be recognized. Nanette will get together with Pam to coordinate meeting details and report to the board next month.

Meeting Adjourned: 11:15 a.m.

I do hereby attest that these Minutes are an accurate accounting of SCV-CAMFT's Board of Directors meeting held on Friday, August 27, 2010.

Debra D. Rojas, Secretary