

SCV-CAMFT BOARD MEETING MINUTES
January 23, 2015

Call To Order: 9:05am by Debra Rojas, President

Present: Debra D. Rojas, Kate Viret, Michal Ruth Sadoff, Merrett Sheridan, Nancy Andersen, Elizabeth Basile, Kelly Kilcoyne, Mike Lysaght, Kimberly Panelo, Melissa Risso, Jenna Benson Sholl

Absent: None

Guest: Nancy Orr

President Report: Debra D. Rojas

Action: Upon motion made by Nancy and seconded by Kate, the board approved the Minutes of November 21, 2014, with Elizabeth stating she was abstaining since she did not attend the November meeting.

Debra requested approval of funds for Phase II of the Rebranding to cover a new design for the newsletter. She referred to the original quote from Jones and Quinn from last year, which she had forwarded to the board earlier in the week.

Action: Upon motion made by Elizabeth and seconded by Jenna, the board unanimously approved an amount of \$2,550 for a redesign of the newsletter.

Debra requested design input from board members. Kate suggested fresh and bright. Jenna would like more appealing ads, with display ads interspersed throughout the publication rather than grouped at the back.

Debra reminded the board that Jane Kingston will be our Volunteer of the Year to be honored at Chapter Leadership Conference in February and asked whether the board would like to approve funds for her to attend the conference in Orange County.

Action: Upon motion made by Merrett and seconded by Elizabeth, the board unanimously approved travel funds and hotel costs for one night for Jane. Debra will send her a letter inviting her to the Chapter Leadership Conference and inform her that the chapter will pay for her travel funds and one night hotel.

Debra noted that the deadline for the chapter application to CAMFT to become a CEU provider is June. Debra had circulated the application form (Continuing Education Provider Approval - CEPA) to members for their general information earlier in the week.

Michal volunteered to coordinate development and submission of the application. Kate, Mike and Elizabeth volunteered to participate in this effort.

Debra requested approval of funds for the webmaster to complete the Paypal integration on the chapter website.

Action: Upon motion made by Kate and seconded by Elizabeth, the board unanimously approved \$250 for completion of the PayPal integration on the website.

Debra discussed the need to define and strengthen our chapter's committee structure. This will develop future leaders as well as help the current board members carry out the work of the chapter. Debra mentioned committees as follows, along with the board member responsible.

Membership: Jenna. Jenna stated that help is needed with staffing an SCV-CAMFT table at practicum fairs, planning and executing the Annual Meeting, recruiting new members, and with the welcome process for new members.

Bylaws: Debra, Kate, Michal.

Nominating: Kate will convene a committee.

Business Development: Melissa. Melissa would like help with sponsorships. Chapter members approached thus far have not been able or willing to participate.

Special Events: Kim. Kim would like help with the Annual Workshop.

Luncheons: Elizabeth. Elizabeth stated that a mid-region luncheon chair is needed, and volunteers to help in the region are needed.

Debra would like to offer a facilitated workshop during the first quarter of this year to help board members, committee members and staff carry out the work of the chapter. Kate will post on the chapter exchange about the need for chapter volunteers. Merrett will write a newsletter article about the benefits of volunteering (a "pillar of happiness".)

The printed Membership Directory was discussed. It is expensive to produce and becomes out of date as soon as it is printed. Members can use the online Therapist Search, and get up to date information. Nancy Orr will send an e-blast asking members to update their profile to enhance those results. According to Nancy Orr, as of April 2014, there is no longer any reference to a printed Membership Directory as a benefit at any level of membership. Nancy estimated that creating a PDF takes 10 hours of her time, and said that printing and mailing costs exceed \$1100. Merrett stated that the board has a fiduciary responsibility to the chapter to be prudent with chapter funds and this excessive expenditure for compiling, printing and mailing less than 100 directories is excessive.

Action: Upon motion made by Jenna and seconded by Kim, the board unanimously agreed to discontinue compiling and printing the membership directory and will no longer compile a PDF directory for the website, and the Therapist Search feature on the website will be used.

CFO Report: Merrett Sheridan

Merrett gave a financial report, but during the process discovered some missing information. She will send an updated report to all board members. The new bookkeeper Tara Johnson, will attend the February board meeting, arriving about 10:45am.

Secretary Report: Michal Sadoff

Michal reminded the board that she had volunteered to coordinate submission of our chapter events on a regular basis to CAMFT for inclusion in its e-mail blast, and said that the next deadline is Monday January 26th, for February and March events. She asked that anyone with items send them to her by Sunday January 25th. For this submission, our two items will be the February and March luncheons.

Luncheon Programs Report: Elizabeth Basile

Luncheon fees were discussed, including pros and cons of increasing the fees, attendance at each of the three regions, and meeting members' needs. Elizabeth will bring a proposal concerning luncheon fees to the next board meeting.

Technology and Communications Report: Mike Lysaght

Budget and payments for website bug fixes was discussed. There is money in the budget for this. A previous board had authorized a fixed amount for bug fixes eliminating the need for the tech director to come to the board for approvals. Since the need to fix bugs is minimal and the cost is minimal the board authorized the webmaster to fix bugs as they arise and bill the chapter. Mike will convey this to the webmaster.

Mike reported on the website survey results. Functionality was rated as the top priority. Mike will ask the webmaster for proposals for improvement.

Mike noted that Catherine Rodriguez, who drafted the new Mentor Program, has requested to operationalize the mentor program page on the website. Jenna asked if the program was approved. Michal checked past minutes and said that Catherine had presented the program at the October meeting, but it was not approved. She also said that Catherine's draft was circulated to members prior to the October meeting. She will send the Mentor Program draft to members again. Approval of the program will be agendaized for the next meeting.

Prelicensed and Newly Licensed Report: Kelly Kilcoyne

Kelly reported that the Notre Dame/Sofia University practicum fair went well. On a related topic, he reported that the website list of practicum and internship agencies is outdated and he will begin updating the listings with current information.

Membership Report: Jenna Benson Sholl

Jenna reported that the SCV-CAMFT table at the Santa Clara University (SCU) practicum fair went very well. There was good foot traffic and the bike lights (which were giveaways left over from the annual meeting) were very popular. She reported there were 22 students with whom she will follow-up. Michal noted that she noticed when she staffed the Notre Dame/Sofia University practicum fair SCV-CAMFT table with Kelly, that it would be helpful to have membership flyers to hand out. We also need a stand to display the signs upright on the table, and a method to transport materials such as signs and the banner to locations.

Jenna distributed materials concerning membership tiers and rates, including current membership tiers (there are nine!), and a draft of proposed membership tiers (listing five). She asked board members to give her feedback in email. She would also like a vote taken at the next meeting, although she will not be in attendance.

Special Events Report: Kim Panelo

Kim brought samples of a Save the Date slip for the Annual Workshop that was used at the SCU practicum fair. Kim and Jenna will meet with speaker Jerry Shapiro in early February to further plan the event and report at the next meeting. People have asked whether they may bring a non-member to the event. This event is for members only.

Meeting Adjourned: 11:20am

I do hereby attest that these Minutes are an accurate accounting of SCV-CAMFT's Board of Directors Meeting held on Friday, January 23, 2015.

Michal Ruth Sadoff, Secretary