

SCV-CAMFT BOARD MEETING MINUTES

April 15, 2011

Call to Order: 9:10 am meeting called to order by Nanette Freedland

Attendees: Nanette Freedland, Terryann Sanders, LaDonna Silva,
Pam Eaken, Judy McFarland, Carol Marks, Pam Milliken

Absent: Debra D. Rojas, Shazad Contractor

Check-ins/Announcements & Appreciations:

- Various board members provided announcements and updates on their personal and professional experiences and concerns.
- LaDonna and Pam Milliken were appreciated for all the hard work on the new member tea. Everyone that contributed to the success of this event was appreciated.

Action Items:

Pam Milliken requested the Minutes for March 25, 2011 be corrected to include the following language: "Pam Milliken provided an update on the new member tea. No vote was required or taken."

- **Action:** Upon motion by Carol Marks and seconded by Judy McFarland the Board Minutes for March 25, 2011 were unanimously approved with the addition of the above language.

President Report: Nanette

- Nanette announced the mid-year strategic planning meeting will be held in June. The purpose will be a benchmark for reviewing progress on goals and planning for the remainder of the year. She will send an email about scheduling.
- Marketing for fall events: Nanette led a discussion and it was recommended that committees allow 6 months or more for advance marketing. The marketing schedule was reviewed for the Diversity Workshop and planning for the event was discussed. The marketing plan appears to be on target.
- Nanette and Terryann led a discussion about reciprocity agreements with other organizations. A lively discussion ensued about whether to partner with others to sponsor, co-sponsor, and/or reciprocate promotion of events. The board was in agreement to consider reciprocating promotion of events on a case-by-case basis. Terryann will follow-up with The Greater Good Science Center to get more information on their current request for SCV-CAMFT to promote their events to their members in return for reduced rates on events to our members.

President-Elect Report: LaDonna

Luncheon Program Director:

- **Action:** Upon motion by LaDonna and seconded by Judy McFarland the board unanimously approved Elizabeth Basile as the new Luncheon Program Director.

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- LaDonna requested board members to review their current job descriptions and make recommendations for changes or updates to the BOD in preparation for use by the nominating committee in recruiting new board members for 2012.

Membership Report: Pam Milliken

- Pam updated the board on the success of the new member tea. She sought the board's recommendation to continue this event due to low participation. It was suggested that we consider changing the day and time to a Friday afternoon. It was also suggested that we have a mid-year event for new members sometime in September. Other suggestions included sending a packet with a cover letter from the president welcoming new members along with a postcard invitation to the next scheduled new member event. Pam will pursue these suggestions and keep the board updated.
- Annual Meeting. Pam asked the board for recommendations or ideas for raised possible speakers for the annual meeting. The consensus of the board is to focus on couples as this was number two on the membership survey list of most popular topics. Several names were suggested and Pam will begin calling potential speakers.
- It was also suggested that Pam may want to solicit help from other board members for the September new member event due to planning for the annual event.

CAMFT Annual Conference: Carol Marks, Pam Eaken

SCV-CAMFT will have a table for 1.5 days of the conference. Carol is coordinating with the San Francisco Chapter and will begin working on recruiting volunteers. Carol invited board members to volunteer if they are planning on attending and also expressed the need to have volunteers that are not attending to be available at the table. The chapter will pay the parking fees for volunteers.

Special Events Report: Pam Eaken

- Diversity Workshop: Pam Eaken provided an update on the current status. Several recommendations/ideas were discussed:
 - Have a subtitle that is especially pertinent to therapists.
 - Obtaining sponsors and the benefits of sponsoring to the organization.
 - Having other organizations at the event to provide resource information and how this differs from sponsoring.
- LaDonna will pursue potential sponsors for the Diversity Workshop and keep the board apprised those who may be interested.

Editorial Committee Update: Terryann Sanders

Terryann reported that we have a full committee that is functioning well, and asked the board to read and look at the newsletter critically and provide feedback for improvements.

Technology, Website Update: Lara Windett

Lara reported they are working on improvements to the "back end" that will save administration costs later, and that minor snafus are being quickly and efficiently handled for members. The

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board discussed the removal of a SCV-CAMFT byline on the pre-licensed link and it was decided that the cost of fixing this minor issue may outweigh the benefits.

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, April 15, 2011.

Debra D. Rojas, Secretary