

SCV-CAMFT BOARD MEETING MINUTES

August 25, 2006

Call to Order: 9:00 - Russell

Attendees: Russell, Toby, Janet, Mary Kay, Randi, Bonnie, Sadie, Michelle, Lara, Verna, & Sean. Carol and Gina were absent.

Check-in/Appreciations:

- Randi appreciated Sean for getting quotes from new vendors and helping her with interpreting them.
- Sadie appreciated Toby and Mary Kay for going to the JFK event. She also expressed thanks to Lara for carpooling with her.
- Janet appreciated Mary Kay for providing transportation for her to the meeting.
- Toby expressed concern regarding the distance members have to drive to the meetings.
- Bonnie has concern about how long the board is taking to complete the rewriting of the by-laws and the new membership applications.

Approval of minutes from last Board meeting:

- The minutes from the July 28, 2006 meeting were approved without dissent.

Officer reports:

President's report/Russell:

- Action: Approve P&P 103 – Board Approval of Activities (with Appendix E) – postponed.
- Discussion: newsletter vs. listserv vs. email blasts – Sean reported that 2-3 years ago the chapter spent money to create a listserv for the chapter but it was never promoted. That version required members to sign-up before they could use it. It was discussed that we could sign members up automatically and they could decide to opt out. An opt-out section could be placed at the bottom of each page.
- Russell suggested that he could promote the listserv by using a paper mailing to announce that everyone would be enrolled automatically and how they could opt out. This would have some costs associated to it but it would ensure that members would know they were on the listserv before they started receiving messages.
- Other promotions for listserv could be on the website and in the newsletter. A notice would be added to the membership application that the member would be auto-enrolled.
- The chapter will need a moderator to monitor the types of messages that are being sent out and will also need to create a disclaimer for liability purposes.
- It was decided that monitoring, could be done by a volunteer committee on a rotational basis. Randi will contact East Bay CAMFT to see the volume of messages they have and the time it takes to monitor them.
- Russell will send an e-mail to Mary Remeirsma to cover any legal/ethical issues that we may not have thought about.
- Mary Remeirsma and David Jensen sent a letter to the board saying we cannot use the term “Therapist Finder” on our website since CAMFT holds that copyright. Russell will send the state a letter that we will delete the term from our site. Sean will make the changes where needed on the website.
- It was suggested that until we find another name we can change to a generic option, such as “To find a local psychotherapist – click here.” Sean will make the change.

President-elect's Report/Bonnie: no business

Secretary's Report/Verna: no business

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Treasurer's Report/Toby:

- Update: Preparing the 2007 budget – budget materials will come out by e-mail by September 1st, Toby will need each member's budget back by September 16th. She will have a finished product for review by the September 29th meeting.
- The final budget must be completed and approved by the October board meeting so it will be ready for the annual meeting on November 3rd.
- There is approximately \$17,000 in money market funds for the chapter which is not enough for a comfortable cushion if we do change the website. There was a discussion regarding the importance of doing fundraising next year as a focus for the board. A chapter conference and a membership drive were both suggestions for board fundraising projects for next year.
- Janet also suggested that we consider presenting to the Capital Club or other organizations that raise funds for local non-profits. She will call to confirm when the Capital Club meetings occur.

Coordinator's Report/Sean:

- Proposal re: division of chapter into 3 regions – Sean is working on a report that shows percentage of members both by office and home zip codes throughout the region. The purpose of the division would be to track attendance at luncheons by region and to understand the financial implication of having 3 regions.
- Action: Sean took the pre-licensed and licensed brochures to the printer. Bonnie made a motion that we have 500 brochures of each type printed at this time in the same colors as the newsletter. Toby seconded the motion. It was passed without dissent.
- The business cards will be done by the same printer in the same color scheme for an order of 4000. Sean will bring a sample to the next meeting.
- Action: New tag line on newsletter – Randi made the motion that we use the tagline “Creating a Culture of Communication and Connection” on the newsletter. Janet seconded the motion and it was passed without dissent.
- Sean is following up with the members who provided their e-mail address with the surveys to see if they want to opt out of getting chapter e-mail blasts, otherwise they will be added to the list.
- Sean has found 24 members of SCV-CAMFT who are not current on their membership with CAMFT. He has followed up with them to let them know they must be a member in good standing with CAMFT to belong to this chapter.

Director Reports:

Business Development/Gina: [absent](#)

- Update on Entertainment Books – Sadie – We do not have samples yet and there were no volunteers to sell at this luncheon. Gina will bring them next month. They will be marketed in the newsletter.
- Marketing to mental health agencies and recruiting participants for CAMFT membership. – deferred.

Membership/Lara:

- The annual meeting will be held November 3rd, Friday afternoon, from 3-7 pm at the Lucie Stern Community Center. All board members are asked to attend to help with the board's goal of creating connection.

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- The meeting will be advertised in the newsletter and on the website. We will ask members to RSVP but we will plan for about 100 people.
- Lara asked for volunteers for the annual meeting committees – We will need decorations, music and a podium.
 - Food committee – Carol, Randi
 - Set-up and break down committee – Lara, Bonnie, Verna, Mary Kay
 - Event ice breakers – Lara, Verna
- Proposed schedule of events for the meeting –
 - Ice breaker
 - Russell's 'state of the chapter' speech
 - Presentation of the Board
 - Mixer
- There are currently 725 members in good standing, down from 771 – many of whom were behind on dues.
- Discussion regarding publishing the membership directory more than once a year. Bonnie made the motion that we publish the membership directory once a year. The motion was amended that it would be published in January and the amended motion was seconded by Randi. The amended motion was approved.
- Should we offer an incentive to members to bring someone to a luncheon? (Free CEU's?) – Deferred

Ethics/Carol: absent

- Update on Legal and Ethical workshop – the committee met and is planning the event.
- Discussion – Thoughts about board members receiving a discounted price for SCV-CAMFT events – Russell asked that we discuss on e-mail.
- Discount for volunteers? Do we need incentives to get people to be Board Members? To bring people to events and to encourage them to join?

Programs and Evaluations/Michelle:

- Schedule for luncheons in 2007. Sent out list of past luncheons. She can change format of some luncheons to a networking lunch if there is no speaker planned.
- Reciprocity agreements for advertising events between chapters – Lara will send out her suggestions by e-mail again. Russell will work on creating a memo of understanding.
- Sending out a recruitment letter for region volunteers by an e-mail blast was approved.
- Discussed the profit/loss of luncheons in each region. Currently we are losing money on the north region luncheons because of the high cost in that area. There is enough profit in the south region that overall the luncheons do break even.
- Los Gatos Lodge is raising the prices on their new contract by \$1.00. It was decided that since they are not raising the cost of the meal and they are currently the lowest cost venue for the luncheons, the rate to members wouldn't change. The Radisson is also raising their room cost, which they do every year.
- Mid Region wants to do a luncheon on children with special needs kids with Boden Associates as their speaker. It was discussed that we will depend on the members to know the amount of interest in their region on this topic.

Technology & Communications/Randi:

- Website update – We have received bids from 4 vendors. Two vendors seem to have similar bids and competitive products. Randi is using Sean to help with the technical interface with the vendors.

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- Randi will check the two top vendor's references and present a proposal by the October meeting.
- There is concern about the cost of the website and the impact on the chapter budget. It was agreed that more funds will need to be obtained, possibly from grants.

Pre-licensed and Newly Licensed/Sadie

- Update on JFK Open House – Deferred because of lack of time.
- Internship directory – has been updated and sent to Sean.
- Newly licensed support group – will start on September 23rd in Menlo Park. The leader will be Lisa Yawn and Jamie Moran. The group will meet once a month.

Member at Large/Janet:

- Russell asked Janet to be our Volunteer Coordinator and to help increase our use of volunteers. She agreed to take on this duty.

Disaster Preparedness/Mary Kay:

- Update on offering Diane's Critical Incident Trauma class or a Red Cross Disaster Preparedness class to the membership. There is interest in the mid-region group.

Old Business:

- Plan one-day chapter conference.
- Fixed rates for CEU's comparable to other methods of obtaining CEU's
- Addressing negative media attention.
- Consider a lifetime membership as an additional category for the chapter.

New Business:

Meeting Adjourned: 11:17

I do hereby attest that these minutes are an accurate accounting of SCV-CAMFT's Board Meeting on Friday, August 25, 2006.

Verna Nelson, Secretary