

SCV-CAMFT BOARD MEETING MINUTES  
FEBRUARY 21, 2014

**Call to Order:** 9:00 am by Debra D. Rojas

**Present:** Debra D. Rojas, Pamela Eaken, Merrett Sheridan, Nancy Andersen, Elizabeth Basile, Robin Ginsberg, Kelly Kilcoyne, Jane Kingston,

**Absent:** Kate Viret, Jenna Benson

**Approval of Minutes:**

- **Action:** Upon motion made and seconded the board unanimously approved the Minutes of January 31, 2014.

**President-Elect Report: Debra Rojas**

- **Re-Branding:** Debra referred to the Rebranding Proposal from Jones and Quinn which was previously distributed to the board. She reminded the board the goal is to develop a new logo and brand with corresponding colors and a set of brand guidelines, which will shape the entire design process, giving our brand a polished, uniformed look. The first step is for the logo design and requested the board approve Phase I, Logo and Brand Color Palette Design & Development to include new logo, colors, font guidelines, and brand look that can be applied to all online and print materials for rebranding.

- **Action:** Upon motion and second the board unanimously approved Phase I, Logo and Brand Color Palette Design & Development by Jones & Quinn for a cost of \$1,700.

- **Job Descriptions:** Kate requested the board review their job descriptions and inform Debra of any corrections or updates.
- **Chapter Leadership Conference:** Debra reminded the board to be sure to register through the CAMFT website.
- **Chapter Agreement Update:** The board will be waiting for more information from CAMFT on the Chapter Agreements and will report at a future meeting.

**CFO Report: Merrett Sheridan**

- Merrett provided a brief financial update.
- The iPad was purchased and it will be given to Elizabeth Basile, for the use at luncheons.
- Merrett worked with Paypal and resolved all issues with its use for the iPad.

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**Ethics Report: Jane Kingston**

- Partnering as an exhibitor for June Symposium: Jane reported since the board is working on rebranding that we plan to partner in 2015 instead of this year.
- Survey update: Jane requested all board members send her ideas for the survey.

**Program Report: Elizabeth Basile**

- Elizabeth explained the problems with increasing walk-ins at luncheons. This impacts the chapter financially because luncheon committees are unable to accurately estimate the number of attendees.
- She provided a brief report on the structure and promotion for Innovative Programs.

**Business Development Report: Nancy Andersen**

- Sponsorships: Nancy reported the new sponsorship program is on the website. Additionally, she tentatively has the first sponsor and will report at a future meeting once it is finalized.

**Past President Report: Pam Eaken**

- Update By-Laws: Pam reported the By-Law update is currently on hold.

**Meeting Adjourned: 11:00 AM**

I do hereby attest that these Minutes are an accurate accounting of SCV-CAMFT's Board of Directors Meeting held on Friday, February 21, 2014.

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Debra D. Rojas, Secretary