

**SCV-CAMFT Minutes**  
**July 23, 2004**

**Call to order:** 9:12 a.m.

- In attendance: Mary L, Mary B, Bernadette, Anne, Trilby, Beverly, Renee, Ani, Ben, Sean, Susan
- Not present: Bonnie

**Appreciations**

- Thanks to Susan for handling the minutes
- Thanks to Sean and Renee for their work with the web developers

**Concerns**

- The newsletter was sent out last week, but it hasn't been received by any Board members. **Sean will check with the post office later today.**

**Announcements**

- Mary bought a house in Santa Clara and is very pleased with it.
- Susan has new office space on California Ave. in Palo Alto
- Anne won't be here for the August meeting, and possibly not September either, for medical reasons. She and Sean have worked out how to handle the books during those months.
- Renee left her job as of the end of June. She is taking some time off and is exploring work with Kaiser in Santa Clara.

**Approval of minutes from last meeting**

- Minutes approved as submitted

**President's Report/Mary L:**

- Mary received a letter about February's CAMFT leadership conference, to be held near the Los Angeles Airport. State CAMFT is asking for input about what we would like to hear. Renee expressed an interest in web development technology. The chapter has a small fund to pay for airfare for those who want to attend. **Contact Mary L. if there are other things you would like to hear.**

**President-elect's Report/Ben:**

- Nothing to report that is not covered elsewhere.

**Treasurer's Report/Anne:**

- Anne wasn't able to deal with the following tasks from our last meeting; they are noted here as carried over for a future meeting, probably October.
  - **Anne will talk with new carrier to possibly change insurance at renewal time if it will save money. Renewal in September, probably change to State CAMFT's insurer.**
  - **Anne will talk with bank to see if we can determine a way to not be charged for each transaction. Could look into Credit Unions or a non-profit account.**
- No financial news.

**Chapter Coordinator's Report/Sean:**

- Sean sent Trilby a copy of the ad that appears in the Stanford directory. **Trilby is evaluating whether or not we want to continue to place an ad in the Stanford directory.**
- Sean passed around some responses to how members would like us to use the chapter email list.
- Sean had a member survey used at some point in the past. Susan agreed to scan it in and email to Board.
- Linda Galdieri told Sean that the political action committee is active and is looking for volunteers. She asks if we have any pamphlets to describe the chapter that they could give to politicians. We don't have one. We agreed to **ask Linda to prepare a draft of a pamphlet; Trilby will help. Bernadette will contact her about volunteers.** We may be able to use material from state CAMFT.

- We will need to pay \$100 for use of a video projector for the October luncheon. **Ani will follow up with the committee, hotel, speaker, direct rental to see if there is a less expensive option.** This is an ongoing issue.
- Many people have expressed an interest in presenting at luncheons. All such requests should be routed to Ani, not to the regional committees.

### Committee Reports:

#### Ethics/Beverly:

- Mary L. called the previous Ethics Director (Tam) to request materials that she has. She will give the material to Bev this week
- Bev will do a regular ethics corner in the newsletter and website. Upcoming items will include a reminder from the BBS on mandatory CE courses, reprints of part of an attorney's article called The Dangerous Myth of the Predatory Therapist, reminders that members can call CAMFT for legal and ethical advice, and that the chapter has a Therapist Wellbeing Committee and an Ethics Committee, and Bonnie's list of the top ten things therapists do that get them in trouble
- Bev is working with Bonnie and Dave to set up a law and ethics workshop. She has 4 dates they can choose from. The venue will be El Camino Hospital. **Bev and Ani will coordinate and Ani will make the arrangements with El Camino.**

#### Business Development/Trilby:

- Trilby called state CAMFT for demographic information. They had just done a survey and because of her call they will analyze our chapter first. The survey form is available on the website.
- **Trilby will continue to work on a survey for the local chapter, coordinating with Mary B. and Bernadette.**

#### Volunteer Coordinator/Bernadette:

- Bernadette is making progress on the volunteers' brochure. She can ask Sean to send emails asking for volunteers.
- There is a multi-cultural conference at Santa Clara University on 9/8. Bernadette will talk to them to see if the chapter could provide volunteers to help.

#### Membership/Mary B:

- The business card exchange is delayed until next month. Members won't have received the newsletter that explains what it is about.
- We have 784 paid memberships.
- Mary wrote a "save the date" article for the newsletter about the annual meeting.
- Mary asked if there is anything else she should be doing. It was suggested that we expand the membership application, by including volunteer opportunities. The form can be filled out online. **Trilby will propose a form to Mary and they will review it together. Board members should talk with Mary about their areas of interest.**

#### Pre-licensed and newly licensed/Susan:

- Susan talked to Mary R at CAMFT and found out it is alright for us to distribute the spreadsheet for counting intern hours. A notice will appear in the next newsletter.
- A committee for liaisons met to discuss plans; it includes Sherri Auchard (Notre Dame), Lori Godin (Santa Clara) and Eve Solis (JFK). Eve will prepare a pamphlet about the benefits of membership for students.
- Susan will meet with prelicensed members in September, in connection with the Mary Deger Seevers and the North Region prelicensed support group. A notice in the newsletter will invite all prelicensed members.
- **Discuss free membership for students in SCV-CAMFT at August Board meeting.**

Program Planning and Evaluation /Ani:

- Ani sent a schedule of upcoming programs by email
- The Nov 2004 and January 2005 programs have similar titles. **Ani will provide feedback to make sure that they don't overlap too much.**
- Ani distributed a handout on the luncheon costs. North Region is more expensive. We are increasing the price of the luncheons, which may cover costs. **Ani will check to see if we can reduce the cost of the Board setup in the North Region.**

Technology/Renee:

- Renee asked the Board to determine policy for advertising rates. We will adopt the East Bay chapter's rates for print and web ads, as given in the following table. The prices given are for an ad either on the web or in print. An ad placed in both locations costs double this amount minus 25%. However, until January 1, paying for a print ad will give you a free web ad. **Renee will write this up and Sean will put it in the Sept/Oct newsletter.**

Ad Size	Member	Non-Member
Full Page	\$200	\$400
Half Page	\$125	\$250
Third Page	\$90	\$180
Quarter Page	\$75	\$150
Eighth Page	\$50	\$100
Flyers (1-sided)	\$150	\$300
Flyer (2-sided)	\$225	\$450

- The website should go live before our next meeting. Renee needs more content, especially book reviews and articles. There is also some fine tuning to be done.
- **All Board members should send relationship tips (2 sentence blurb) and book reviews (a paragraph) to Renee by Monday or as soon as you can.**
- Suggested improvement: a pull-down list of insurance providers in the therapist search criteria.
- Board members will receive a complimentary expanded web listing during their term of office. Once the website is active, Sean will help those who need technical assistance to set up their page.

**Meeting Adjourned: 11:15 a.m**