

SCV-CAMFT BOARD MEETING MINUTES

July 23, 2010

Call to Order: 9:05 am meeting called to order by Terryann Sanders

Attendees: Terryann Sanders, Nanette Freedland, Shazad Contractor, Judy McFarland, Carol Marks, Pam Milliken, Lara Windett, Tracey De Soto, Judy McFarland, Debra D. Rojas, LaDonna Silva

Check-in: Concerns/Announcements & Appreciations:

- LaDonna thanked the board for the condolence card and plant.
- Terry appreciated the membership committee for all their hard work.
- Members reported their absence at future meetings: Carol in August; Nanette in September, LaDonna in October.

Approval of Minutes from prior Meeting:

- **Action:** Upon motion by Nanette and seconded by Carol, the Minutes of the June 25, 2010 meeting were unanimously approved.

Resignation of Board Member:

Terryann announced Merle Saber resigned from the board, stating she no longer had enough time to give to the position. Tracy Desoto has accepted the position of Director of Programs and Evaluations (Luncheon Program) and Terryann expressed she will be a great fit for this position. Carol Carol offered a warm welcome to Tracy in her new position.

Annual Meeting Speaker Update:

Pam announced Casey Truffo will be the guest speaker at the annual meeting and she will begin preparing a speaker contract. The board would like the focus to be on practice development. Discussion ensued regarding specifics. It was suggested Pam ask Casey for a list of topics we can use to better define the focus. Terryann informed Pam she will need help from the board and we can get more specific at the next meeting in August.

Update on SCV-CAMFT Brochure:

Judy reported the Program Coordinator was to synthesize information for the brochure but has not yet heard from her. Judy will follow up with her and also get a time frame. Her goal is to have brochures printed in time for open house at the universities in the fall. Terryann reminded Judy that the Board has allotted \$500 for the printing.

Proposal to add corporate sponsorships to job description:

Tracy proposed changes to the role of Director of Business Development and distributed her recommendations for board review and discussion at the upcoming retreat. The change focuses on corporate outreach to get sponsors to underwrite the cost of luncheons and workshops. Tracy explained underwriting and how it works. When asked for an example of a company that would be a sponsor Tracy explained it would be a company with an interest in therapy such as an insurance company that insures therapists, etc. Details will be worked out at a future time.

SCV-CAMFT BOARD MEETING MINUTES

July 23, 2010

Update on Law & Ethics Workshop:

Carol distributed a flyer for the Law & Ethics Workshop and will make an announcement at today's luncheon. She suggested the idea that board members who attend luncheons could make a brief announcement on updates of board activities. Everyone concurred it is a good idea.

Update on Website:

Lara is currently managing change requests to the website. She reported she is looking at how the website can allow members to print the Membership Directory, noting the pdf document is not updated in real time. She is also looking at programming costs and to maximize the site without spending too much money on administration.

Lara recommended the board approve \$500 to make the following changes to the website:

- When display ads expire a message will automatically be sent to the advertiser.
- Luncheon registrations to be more flexible for cost of auditing a luncheon or board member cost. This will be on an honor system.
- Streamline some banking information so we can query the database for longer than 60 days.
- After an on-line registration expires, text will appear with instructions on how members can register.

Action: Upon motion by Lara and seconded by Judy, the board unanimously approved the cost of \$500 to make changes to the site as outlined above.

Lara is still reviewing changes to the Membership Directory and will report at a future meeting.

Membership Committee Update:

Pam reported the committee met and identified activities they recommend the board pursue in 2011. She distributed a description of each activity, noting details will be worked out but first asked for feedback. Those activities are:

- Special Interest Groups
- New Member Tea
- New Director of Volunteer Activities.

Board members expressed great enthusiasm for all activities and await details for roll out in 2011.

Update on Parenting to Peacemaking Workshop:

LaDonna shared feedback from attendees of the workshop. Overall the event went very well and we did make a small profit. She noted that in the future it is important to

1. Ensure the workshop title accurately reflect the content of the workshop
2. That content meets the needs of the membership
3. Be willing to provide feedback to presenters when planning the presentation.

SCV-CAMFT BOARD MEETING MINUTES

July 23, 2010

Terryann stated she thought the event was awesome and truly enjoyed it. The event was successful, although we didn't get the numbers we wanted. LaDonna reminded the board that the chapter is now able to offer CEU's to psychologists. Carol stated she would like to give CEU's for the Law 7 Ethics workshop and will check to see if it will benefit psychologists.

Financials Update:

Shazad is still working with the on-line banking and asked if any board members have any questions or concerns to let him know. He is currently working on the budget and if we have input to let him know, noting that it will be voted on at the October meeting.

Wellbeing Committee Update:

Terryann reported resignations on the Wellbeing Committee and that one member still wants to stay engaged. This is a good time to redefine the committee and its role and asked whether we want to start from scratch. Debra expressed a desire to work with the Wellbeing Committee. The board will discuss in more detail at the retreat.

Area of Clinical Interest:

Terryann explained the Therapist Finder search seems to be redundant and recommends the board look at changes so searching becomes easy and the areas make sense.

Lara reported stats for the website:

- There were 2036 website visits from May to July, 2010
- Unique visitors = 1074
- 17% of these visitors look for a therapist.

No action was taken. Terryann, Debra and Tracy will be looking at this and report recommendations at a future meeting.

Promoting on Listserve for Non-Members:

Terryann explained a unique situation of an agency contacting a board member asking if we could send out a message on our listserv for anyone interested in an intern opportunity. Discussion ensued on policy, and it was explained that this one particular situation was not considered advertising, but a potential opportunity for interns. Judy will ask him to send more information. No action was taken.

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, July 23, 2010.

Debra D. Rojas, Secretary