## SCV-CAMFT Minutes March 22, 2002

Attendees: Maureen, Barb, Susan, Renée, Laynee, Cathy, Lori, Mary DS, Jondra, Silvie

Not in attendance: Tam, Mary L.

## Agenda (decisions/action items in bold):

- □ Facilitator: Maureen Johnston
- Call to Order
- Appreciations
- □ Concerns
  - Mary DS: Our current policy of giving referrals by phone could put us in position to be sued. Silvie will add the following to voicemail: "If you're looking for a therapist, please check our website (web address). If you don't have web access, please check your local yellow pages." Maureen/Tam will contact CAMFT for advice regarding what we can do and say.
- Announcements
  - Cathy is looking for a part-time job.
  - Mary DS & Susan are driving down to the CAMFT conference.
  - o Laynee's adoption went through & she's looking for part-time in-home help.
  - o Renée starting a part-time job as clinical director of dual diagnosis at Inn Vision.
  - o Barb & Cathy won't be able to attend next month, chance Susan won't as well.
- Approval of Minutes from Last Meeting
  - Mary L took minutes from last meeting but did not distribute them.
- □ President's Report/Maureen:
  - o Distributed Board Retreat minutes and old org chart.
  - President's message in next newsletter will be about our last board retreat, summarizing our main goal of raising our membership.
- □ President-Elect's Report/Mary L: Not present
- □ Treasurer's Report/Mary DS:
  - o Distributed financial summary report.
  - Will need to vote on whether to change accounting practices from fiscal to calendar year; Silvie & Mary DS will meet with accountant this month.
  - Update on how money's handled: Silvie keeps books & sends Mary DS monthly report; currently transferring books from Mac to PC and from old to new Quicken.
- □ Chapter Coordinator's Report/Silvie:
  - Examples of information to be included in future reports: Running total of membership and non-renewals: distribution of member names about to be dropped.
  - Mass email displayed all member addresses; Silvie will investigate.
- □ Committee Reports:
  - Ethics/Tam: Not present
  - Fund Development/Barb:
    - □ Findings regarding non-profit/business development: First, important to have a goal before deciding on event; second, have event only if a) lots of volunteers, b) the goal is to have fun, or c) the goal is to look for new leaders. If goal is to raise money, best to just ask for money and have stated dollar amount goal. **Business development plan:** 
      - Let Barb know of orgs we belong to so she can contact them for advertising, or ask org yourself but let Barb and Silvie know.
      - Barb will draft sample email to be used as a template.
      - Interested advertisers should be directed to Silvie.
      - Silvie and Barb will create a marketing package to send to advertisers (bring to next board meeting for approval) and maintain database of contacts to avoid duplication and to follow

up with those who don't respond. Silvie will distribute list of all who received marketing package each month at board meeting.

- Silvie will send Barb a list of our vendors.
- May send a promotional item "gift" with each package. Mary DS will have contact send catalog to Barb.
- Legislative Affairs/Susan: nothing to report
- Membership/Cathy:
  - □ Brainstorming and organizing meeting set for Thurs. April 4, 2:00 at Cathy's house (directions to be emailed); Barb, Mary, Maureen & Lori will attend.
- o Pre-Licensed and Newly Licensed Members/Lori:
  - □ Received 27 replies to email, all supportive of maintaining groups. Still needing facilitator for newly licensed north county. Lori will attempt to write article for upcoming newsletter. Suggestion to send newsletters to "deep south" non-members to generate interest.
  - ☐ Internship directory: How much to charge and how to distribute? **Decisions:** 
    - \$15 for pre-licensed members, \$25 for licensed.
    - Choice of new or internship directory at annual meeting. \$25 for second; \$15 for pre-licensed.
    - For institutions: charge membership fee plus \$15 (\$115); if institution is already a member, TBD.
    - Will take to grad schools and distribute free with membership.
    - Mary DS will print 200.
  - Planning to go to grad schools with newsletters and membership packages.
    Will wait for next newsletter and order 100 extra; also will wait for membership package to be updated around the same time.
  - □ Bookmarks: Maureen will find extras and let Lori know how many.
  - □ Trying to contact Kent Campbell regarding Les Greenberg workshop April 30; SCU paying \$2000, wants us to contribute? Kent wants liaison between our chapter and their student organization. Board allocated up to \$500; Lori will check out membership table and other marketing opportunities.
- Program Planning & Evaluation/Jondra:
  - □ Law & Ethics workshop venue will be Pacific Athletic Club in Redwood City, waived \$500 fee. Continental breakfast buffet plus afternoon snack.
  - ☐ Sand play workshop by Olivia Heathcote at JFK Sept. 20 (planned by Barb).
  - Attendance at today's luncheon is low; might be because email reminder didn't go out. Maureen will let Silvie know about email reminders. Jondra will inform Silvie that audit fee was omitted from newsletter.
  - □ Wants financial report about past programs and workshops. Silvie will need to generate these; per Mary DS, wait 6 months until books are updated.
- Technology & Communications/Renée:
  - ☐ Made contact w/east bay website person, impressed with overall site map. Ad hoc committee researching other sites throughout the state. Still needs criteria, e.g., pictures, colors, etc. **Email suggestions to Renée**.
  - ☐ Are we getting renewals of expanded pages paid? Renée will ask Susy. Need package and clearly stated benefits to promote expanded page.
  - Board is interested in ability to take credit cards. Renée will investigate for website; Mary DS will investigate Costco merchant account.
  - Distributed board of directors org chart to be reviewed at next meeting.
- □ Old Business (to revisit next board meeting):
  - Org chart
  - o Credit cards/Costco
  - Referrals
- New Business:
  - Voicemail message regarding Referrals (see Concerns)
- Adjournment