

SCV-CAMFT BOARD MEETING MINUTES

March 28, 2014

Call to Order: 9:10 am by Kate Viret

Present: Kate Viret, Merrett Sheridan, Nancy Andersen, Elizabeth Basile, Robin Ginsberg, Kelly Kilcoyne, Jane Kingston, Jenna Benson

Absent: Debra D. Rojas, Pamela Eaken

President Report: Kate Viret

- Rebranding update. Kate, Debra and Michael Jaret met with the graphic designer from Jones and Quinn and work has begun on a new chapter logo design. Part of the process was to look at other chapter logos and websites for ideas. A design will be presented at the next meeting.
- Kate reminded members that the board secretary position is still open and if anyone is interested to refer them to Debra.
- A Volunteer Coordinator position will be filled and this position will report to the past president.
- Kate is inviting each committee chair to meet with the board and introduced Joanne Shurter, Editorial Committee Chair. Joanne explained the process of the newsletter committee and reported their progress in documenting the newsletter policy. The committee has added an extra monthly meeting in order to address non-editorial issues.
- Kate announced the Mentor Program is on hold. Kate and Kelly will be reviewing the program and it will be removed from the website and newsletter until a policy is established.

CFO Report: Merrett Sheridan

- Merrett provided a brief financial update.
- The iPad mini was assigned to Elizabeth Basile since the luncheon committee will use it regularly.

Luncheons: Elizabeth Basile

- Elizabeth summarized announcements for luncheons and innovative programs. Historically, email blasts were sent out on the first and third Wednesdays of the month; however, this has not been consistent. Previously weekly promotions were sent by email and that was reduced two years ago. The luncheon chairs believe this has contributed to reduced luncheon attendance. For the innovative programs, she will get as much information on the website calendar as possible.
- For members who do not receive electronic communication Elizabeth is currently developing guidelines to mail a postcard listing upcoming events.

SCV-CAMFT BOARD MEETING MINUTES

March 28, 2014

- Evaluations for CEUs are not in line with BBS regulations and Elizabeth will be working on this.

Survey Update: Jane Kingston

- Jane has received final comments/additions to the survey from board members and is ready to create the survey on Survey Monkey. For the 35 members who do not communicate electronically the survey will be mailed.

Membership: Jenna Benson

- Jenna reported the chapter coordinator is making progress with telephone follow-up on expired memberships.
- A discussion ensued regarding procedure for expired memberships. Jenna and Kate are working on a new policy, which will be presented for approval in April.
- The Membership Directory will no longer be published after this year. An announcement will be made to the membership.

Meeting Adjourned at 11:00 a.m.

I do hereby attest that these Minutes are an accurate accounting of SCV-CAMFT's Board of Directors Meeting held on Friday, March 28, 2014.
