

SCV-CAMFT Minutes May 20, 2005

Call to order: 9:15 a.m.

- In attendance: Mary L., Trilby, Susan, Mary B, Ani, Ben, Sean (not a quorum)
- Not present: Bernadette, Bonnie, Renee, Anne, Bev

Appreciations, Concerns, and Announcements:

- Mary L. reported that there is still a full-time opening at El Camino Hospital.
- Mary B. has a full-time job at a psychiatric transition house in Redwood City.

Approval of minutes from last meeting

- Minutes approved as corrected, to include the full name of George Deabill as a member of the nominating committee.

President's Report/Mary L.:

- Mary transferred \$3000 from the checking account into money market account, and will soon transfer another \$2000.
- Stacy resigned as the Board's Director for Well-Being. Mary L. and Sean have been unable to reach Bernadette for some weeks.
- Mary talked with Mary Riemersma about whether it is appropriate to offer consultation under the auspices of the chapter. Mary R. said that this is acceptable as long as it is done under the guidance and leadership of the Board. At present, the Board is not adequately informed about the consultation done by the Well-Being Committee. **Ani will speak with Mary Jo Trusso from the Well-Being Committee about having the Well-Being Committee be part of the program department, providing written reports to Ani about consultations and other activities.**

President-elect's Report/Ben:

- There was an excellent report at the state conference about market research performed by state CAMFT. They surveyed consumers and referral sources to find out how MFTs are perceived. The State Board plans a marketing thrust to foster positive beliefs and actions concerning the capabilities of MFTs.
- **Consider giving Board members free audit and CEU fees for luncheons.**

Treasurer's Report/Anne: not present

Chapter Coordinator's Report/Sean:

- Sean distributed quarterly reports for budgets (assets/liabilities) back to 2001.
- **He is still working on a newsletter color scheme that matches our website.**
- A crisis call was received on the chapter voicemail, and Ben handled it. For the future, we will **add to the voicemail message** "If this is a psychiatric emergency, please hang up now and call 911 or go to your nearest emergency room." To make this possible, we will pay for a longer message recording time from SBC.
- Nine people joined the chapter at the state conference.
- For future conferences, we need to make sure that our membership recruitment efforts are coordinated with the efforts of the conference committee.
- Program committee members are still paying audit and CEU fees at our luncheons. Ani will remind them that they don't need to do so.

Committee Reports:

Pre-licensed and newly licensed/Susan:

- The liaison program for schools has not been very successful; we have not been able to generate interest from the schools. The Board brainstormed other approaches for reaching students and interns: finding faculty members who will work with us; use interns as liaisons; present a careers panel independent of particular schools; hold a chapter intern fair; participate in school intern fairs.
- **Will call the BBS to see if we can get lists of newly licensed MFTs and newly registered interns in our area.**

Membership/Mary B.:

- Wrote a paragraph for the newsletter to tell members they can obtain printed copies of the membership directory.
- Sean passed out new membership statistics; membership has risen to 778.
- Invited Shauna Shapiro to speak at the annual meeting; she hasn't replied yet. Sean suggested Irv Yalom as a possible backup if Shauna declines. Kim Ives Bailey might be able to help in contacting Yalom.

Volunteer Coordinator/Bernadette: -- not present

Well-Being Committee: no representative present

Business Development/Trilby:

- **Will help in writing the announcement to describe the new design and format of newsletter.**
- **Will circulate to Board members the draft of a survey for members of SCV-CAMFT when it is ready.** Trilby has one committee member and may try to solicit others. The goal is to survey our membership about the services we provide or might provide, and what they are looking for from the chapter. **Trilby will meet with Sean to brainstorm.**

Ethics/Beverly: Not present

Technology/Renee: Not present

- **Will find out about costs for having a blog or listserve.**
- Communicated with the web developers; they still haven't made the change from "specialty" to "emphasis". They also haven't finished the advertising module. **Will follow up.**

Program Planning and Evaluation/Ani:

- Dropped the plan to charge more for luncheon walk-ins; we don't want to discourage attendance.
- **Looking into taping our luncheon speakers and selling the tapes.** She is talking to Michelle Hyson at state CAMFT about how they do this.
- **In next lunchtime evaluations, and possibly in email as well, ask about having a brunch meeting instead of our usual lunchtime.**
- **Follow up on a new location for meetings in the North Region.** Our contract there extends through August luncheon.
- Explored a question concerning reciprocity with the Santa Cruz chapter. Can individuals from that chapter attend our luncheons at the member price? (They can put ads in our newsletter for their events.) The Board decided not to allow this.

Meeting adjourned at 10:56 a.m.