

SCV-CAMFT BOARD MEETING MINUTES

May 30, 2014

Call to Order: 9:11 am by Kate Viret

Present: Kate Viret, Debra D. Rojas, Pamela Eaken, Merrett Sheridan, Nancy Andersen, Kelly Kilcoyne, Robin Ginsberg, Elizabeth Basile, Jane Kingston

Absent: Jenna Benson

Approval of Minutes:

- **Action:** Upon motion by Debra Rojas and seconded by Kate Viret the board unanimously approved the Minutes of April 25, 2014.

President Report: Kate Viret

East Bay Consortium. Kate presented a proposal she received from the East Bay Chapter of CAMFT to create a Bay Area Chapters Council (BACC) which is not affiliated with or sponsored by CAMFT. Its purpose is to pursue common interests for CAMFT chapter boards and members within the region. The board expressed interest and asked a number of questions. Kate will send an email requesting more clarification. She will also inform them that the board will be discussing their proposal this summer. No decision was made.

Membership Renewal Policy. In Jenna's absence Kate presented the new Membership Renewal Policy which is designed to assist members in renewing their membership in a timely manner while minimizing the administrative and fiscal impact on the chapter. The board instructed the chapter coordinator to send an e-blast to all members notifying them of the new renewal policy which will take effect July 1, 2014.

- **Action:** Upon motion by Jane Kingston and seconded by Pam Eaken the board unanimously approved the new Membership Renewal Policy reflected on P&P 201, which becomes effective July 1, 2014. The chapter coordinator will send an E-blast to all members notifying them of the new policy. A copy of the new Membership Renewal Policy is attached to these Minutes.

June Symposium. At the April 25, 2014 meeting the board unanimously authorized 2 board members to register and attend the Create Your Future Health Summit 2014 to be held on June 13-14. Merrett Sheridan and Robin Ginsberg will attend on behalf of the chapter for the purpose of determining the benefit of becoming an exhibitor in 2015 and

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surveying other opportunities which may benefit the chapter and its members. Each will report their findings and experience at the June board meeting.

Summer Planning Meeting. Kate reported the majority of board members chose Sunday July 20, 2014 for the summer planning meeting. The location is still to be determined.

Guest. Kate introduced Dana Backstrom, Innovative Program Chair. Dana summarized upcoming programs and discussed some of the challenges such as finding venues for little or no cost. The programs are scheduled for the remainder of 2014 and she is developing new programs and a schedule for 2015. The board thanked Dana for all her dedication and complimented her on her very creative programming ideas.

President Elect Report: Debra D. Rojas

Rebranding. Debra presented the board with the color recommendation from the rebranding committee. Additionally she distributed other color combinations they considered.

- **Action:** Upon motion by Debra Rojas and seconded by Jane Kingston the board unanimously approved and accepted the colors recommended by the rebranding committee. Debra will inform the graphic design firm and request next steps in the design elements, the look and feel of publications.

Update on board positions. A new Special Events Director has been selected to replace Robin Ginsberg at the end of her term in July, 2014. The new director will attend the July board meeting to meet the board and hear the debriefing on the annual workshop. Two board positions remain open, the Secretary and Technical and Communications Director. Debra will post an announcement on the chapter exchange for any interested members to contact her.

New Idea, Volunteer-at-Large position. An idea proposed by a previous board was to create a board intern position, someone who can work on special projects for the board. One idea would be to create a volunteer-at-large position to work on projects which would be very focused and time limited. Kate explained the rationale for creating the position is because a candidate has come forward with ideas to implement many projects the board is currently working on. Pam, as volunteer coordinator, asked for direction regarding such a position. After discussion the board decided not to develop a volunteer-at-large position.

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Special Events: Robin Ginsberg

Robin presented an amended budget proposal for the annual workshop in July which includes contingency for large capacity turn-out. The amended budget provides for a second AV set up or roving mic for audience questions from the back of the room and to provide for more advertising.

- **Action:** Upon motion by Robin Ginsberg and seconded by Merrett Sheridan the board unanimously approved the Amended Budget Proposal and Estimated P & L dated May 20, 2014, which replaces the previous proposed budget. A copy of the amended budget proposal is attached to these Minutes.

Workshop final plans. Robin presented a room layout providing for the maximum attendance. Each attendee will receive a ticket to win one of two door prizes, a signed copy of Rick Hanson's book. She updated the board on all the promotional ads. Jane reminded Robin about a menu for members with dietary restrictions. She needs a number of volunteers for the workshop and will coordinate with Pam Eaken. Additionally, chapter coordinator Nancy Orr will work at the workshop. Merrett Sheridan and Elizabeth Basile will work the registration table and process payments for walk-ins.

Ethics: Jane Kingston

Member Survey. The board reviewed the draft of the member survey. Jane proposed adding a question about the north region luncheons. Kelly would like questions asked regarding the mentor program. He will email his questions to Jane.

- **Action:** Upon motion by Nancy Andersen and seconded by Pam Eaken, the board unanimously approved the survey and authorized Jane to include questions regarding the north region luncheons and mentor program. The survey is expected to post in June.

Newly and Pre-Licensed: Kelly Kilcoyne

BBS advertising regulations. The website has recently been updated to help registered interns comply with BBS regulations regarding advertising and specifically pertaining to online profiles in the "Therapist Search". Kelly reported an E-blast was sent to pre-licensed members on April 29, 2014 informing them of the BBS regulations for advertising. A copy of the E-blast is attached to these Minutes. Nancy Orr stated the open rate of the E-blast was 63% of the pre-licensed members. There has been no feedback from the E-blast.

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CFO Report: Merrett Sheridan

Financial Report. Newsletter advertising is down. Merrett thinks more therapists are utilizing their own websites which may contribute to less advertising. Also down is revenue from north region luncheons. However, membership renewals have increased significantly. She attributes this increase to the efforts by the Membership Director and Chapter Coordinator in calling members whose membership has expired.

Past President: Pam Eaken

Pam presented a revised draft job description for the Volunteer Coordinator position. A new P&P for the Volunteer Coordinator position will be presented for approval at the June meeting.

A list of current volunteers was presented. Pam reported new volunteers have come forward in response to her call for volunteers. She is preparing a spread sheet listing the volunteers which will track stats and any changes.

Meeting Adjourned: 11:10 AM

I do hereby attest that these Minutes are an accurate accounting of SCV-CAMFT's Board of Directors Meeting held on Friday, May 30, 2014.

Debra D. Rojas, Secretary

Attachments:

P&P 201, New Membership Renewal Policy

July Workshop Amended Budget Proposal and Estimated P & L dated May 20, 2014

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Santa Clara Valley Chapter of California Association of Marriage and Family Therapists
POLICY AND PROCEDURES MANUAL

Subject: Membership Renewals	Initial Date: 05/23/2006
Responsibility: Membership Director	Date Revised: 05/30/2014
Approved by: SCV-CAMFT Board of Directors	Revision Approved: 5/30/2014

P & P 201 MEMBERSHIP RENEWALS--EFFECTIVE JULY 1, 2014

Purpose

The purpose of this document is to provide policies and procedures for disseminating reminders to chapter members that their annual membership renewal is due.

Policy

It is the policy of the chapter to allow ample opportunity for members to renew their chapter membership in a timely manner, while minimizing the administrative and fiscal impact on the chapter.

Procedures

1. 30 days prior to renewal date, an automated Notice of Renewal will be emailed to the chapter member.
2. 1 week prior to renewal date, an automated FINAL Notice of Renewal will be emailed to the chapter member.
3. During the week prior to renewal date, chapter member will be phoned by the chapter coordinator and notified of the upcoming renewal date.
4. If a membership is not renewed by renewal date, a Notice of Expiration is emailed on the renewal date.
5. Once the Notice of Expiration is emailed, the member is dropped from all mailings, promos, SCV-CAMFT Chapter opportunities, and the member's account is deleted. The member will be treated as a non-member for any events, advertising, or SCV-CAMFT promotions.
6. Chapter coordinator will perform an exit interview via phone with any member whose account is deleted.
7. Lapsed SCV-CAMFT Chapter members must re-apply for membership in order to receive mailings, promos, and SCV-CAMFT chapter opportunities.
8. Lapsed SCV-CAMFT Chapter members must re-apply for membership before they will be allowed to participate in anything that is SCV-CAMFT Chapter-related (speak, run a group, become a board member, etc.) other than attending an event as a non-member participant.
9. The lapsed member may re-apply to join the chapter at any time and after paying dues will resume status as an SCV-CAMFT Chapter member.

-end-

Updated 5/30/14

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5/20/14 Amended Budget Proposal and Estimated P & L		
(please note: this replaces the 5/4/14 proposed budget)		
For July 18, 2014 Annual Workshop		
1	Speaker fee (Rick Hanson, Ph.D.)	5,000
2a	Venue Rental & Food Service (Michael's at Shoreline) Food Service (total if 80 people) X \$38.02 Continental breakfast #1/coffee= \$8.25 *Lunch Buffett #1 (cheapest) = \$17.50 *(reflects \$1 price increase since initial budget) p.m. beverage = \$4.25 sub-total = \$30.00 /person tax = \$ 2.62 tip = \$ 5.40 total \$38.02/person)	3,041.60
2b	Food Service (total if 105 people) x \$38.02	3,992.10
2c	Food Service (total if 130 people) x \$38.02	4,942.60
3a	Equipment: projector, mic, screen, setup, delivery, (Munday & Collins AV)	550
3b	Equip price increase & (OPTIONAL) contingency for large capacity turn-out (approx..+128 PEOPLE). We may need either second AV setup OR second roving mic for audience questions in back of room OR print some handouts for folks far in the back of room? TBD	724
4	Misc OOP: Kinko's flyers/office supplies /flyer layout- design Lynn J./materials/postage, etc.	200
5	Hotel accommodations (Garden Hilton) one night	250
6	Volunteer discounts (\$20 discount off fee X 3)	60
7	Speaker(free meal)	38.02
8a	Promotion – SC chapter emailblast ad for month of June (2X/month)	160
8b	Promotion- SC Chapter – (OPTIONAL) IF RERUN emailblast ad for July 1 (deadline Jun 23)	160
8c	Promotion– EB Chapter bi-monthly announcement on their “eTree” @\$10/month (X 2 months) PLUS run editorial article in their newsletter as a courtesy!	20
8d	Promotion- book raffle (author providing (2)-signed books as a courtesy)	0
9a	Total Cost: (for 80 attendees) 1, 2a, 3a, 4, 5, 6, 7, 8a-d	9,479.42
9b	Total Cost: (for 105 attendees) 1,2b, 3a&b, 4, 5, 6, 7, 8a-d	11,154.12
9c	Total Cost: (for 130 attendees) 1,2c, 3a&b,4, 5, 6, 7, 8a-d	12,104.62
10a	Ticket Revenue: (for 80 attendees: 75@ \$120 & 5 pre-licensed @ \$65)	9,325
10b	Ticket Revenue (for 105 attendees: 100@ \$120 & 5 pre-licensed @ \$65)	12,325
10c	Ticket Revenue (for 125 attendees: 120@ \$120 & 5 pre-licensed @ \$65)	15,325
11a	Estimated P&L if (80) attendees (with these costs: 1, 2a, 3a, 4, 5, 6, 7, 8a-d)	-154.42
11b	Estimated P&L if (105) attendees (with these costs: 1,2b, 3a&b, 4, 5, 6, 7, 8a-d)	+1,170.88
11c	Estimated P&L if (130) attendees (with these costs:1,2c, 3a&b, 4, 5, 6, 7, 8a-d)*	+3,220.38

(based on available estimates: please allow for standard range of variance).