

SCV-CAMFT BOARD MEETING MINUTES

November 19, 2010

Call to Order: 9:06 Meeting called to order by Terryann Sanders.

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

Absent: Shazad Contractor

Action Items:

Terryann reported that the Chapter Coordinator worked an additional 5 hours on the Law & Ethics Workshop in October.

- **Action:** Upon motion by Nanette and seconded by Pam it was unanimously approved that the Chapter Coordinator be paid an additional 5 hours for additional work on the Law & Ethics Workshop.

Board Vacancies:

Nanette explained the process of filling board vacancies in off years. Pam Eaken, MFT Intern was recommended to replace LaDonna as Special Events Director.

- **Action:** Upon motion by Nanette and seconded by Judy, it was unanimously approved that Pam Eaken, MFT Intern fill the position as Special Events Director.

The board discussed the status of the position of Technical Director. It was recommended that Lara continue her work with technology and the webmaster by becoming a technical liaison between the board and the webmaster.

- **Action:** Upon motion by Nanette and seconded by Debra, it was unanimously approved that Lara Windett act as technical liaison between the board and webmaster for a period of six months with the ability to continue to attend luncheons at the board rate of \$20.00.

Regarding the position of Business Development Director, the board decided to re-visit the issue at the strategic planning session in January.

Luncheon Program Director Vacancy: Terryann and Nanette will be meeting with luncheon chairs in the upcoming weeks to identify their needs. In the meantime, Terryann will fill in as Luncheon Coordinator until the right person can be nominated.

Marketing Committee Update:

The board desires to create an ad hoc marketing committee for the purpose of exploring options to inform the public about the value of LMFTs, and ways to advertise to drive potential clients to our website.

- **Action:** Upon motion by Pam and seconded Lara it was unanimously approved to establish a Marketing Committee of Judy McFarland, LaDonna Silva and Nanette Freedland to meet and explore options to inform the public about the value of LMFTs and ways to advertise the website.

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Technology Update:

Lara reported the chapter listserv is now known as the SCV-CAMFT Chapter Exchange. She is continuing to work with the webmaster to provide the most value for the lowest cost so more members will use the website. The Chapter is in the process of making the Expanded Web site listing free for all members. Since the \$135 Sponsor Membership Level has the expanded listing as part of this membership package one option to add value to this membership level is to offer a display ad (Banner ad) on the website for the \$135 Sponsor Membership category. Current \$135 Sponsor Members and Board members will get the banner ad at no additional charge providing they respond within 60 days with the information to have the banner ad created from Chapter email contact date. Templates and language will be provided, members can choose from a selection of ads.

Members who are not Sponsor Members may buy the banner ad for \$99 a year plus a \$25 ad creation fee if they want to use the Chapter's artist. After current Sponsor Members have their ad created at no charge, new members who pay for the \$135 Membership level and want the banner ad option may pay that Chapter artist \$25 for ad creation. Members may also submit their own artwork. Artwork will become the member's property.

Offer is for individual members only. No group practices schools, etc for this promotion. Lara stated the cost to roll out this promotion will cost \$1,500.

- **Action:** Upon motion by Judy and seconded by Carol the board unanimously approved \$1,500 to be used to roll out a banner promotion for the membership.

Debit/Credit Card:

The chapter debit/credit card was given to LaDonna Silva, the new President-Elect by Lara Windett, Past President. La Donna will work with the bank to make the changes necessary to include her name on the bank signature cards.

Diversity Workshop Update:

LaDonna reported the Diversity Workshop will be a full day event beginning at 9 a.m. until 4:30 p.m. She is in the process of planning a collaborative event to expand, educate and answer questions relating to diversity. She is currently looking for an appropriate venue but needs to have money available to provide a deposit without losing an opportunity. She requested the board allot \$4,000 for the diversity workshop and a proposal will be presented by the end of January.

- **Action:** Upon Motion by LaDonna, seconded by Nanette, and Carol Marks abstaining the board approved \$4,000 be allotted for the Diversity Workshop.

Mentoring Program Update:

Judy reported updated plans to look for mentors before advertising for mentees. All details are currently in place and Yvonne would like to be the point person. The next step is to have an evaluation for the mentoring program in place prior to advertising.

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Meeting Adjourned: 11: 15 a.m.

I do hereby attest that these Minutes are an accurate accounting of the SCV-CAMFT's Board of Directors meeting held on Friday November 19, 2010.

Debra D. Rojas, Secretary