

SCV-CAMFT BOARD MEETING MINUTES
November 21, 2014

Call To Order: 9:14am by Kate Viret, President

Present: Kate Viret, Debra D. Rojas, Pam Eaken, Merrett Sheridan, Michal Sadoff, Nancy Andersen, Jenna Benson, Kim Panelo, Kelly Kilcoyne, Mike Lysaght, Jane Kingston

Absent: Elizabeth Basile

Guest: Nancy Orr

President Report: Kate Viret

Action: Upon motion by Pam Eaken and seconded by Debra Rojas, the board unanimously approved the Minutes of October 24, 2014.

Kate congratulated Jenna on the Annual Meeting, acknowledged Kelly Kilcoyne and Catherine Rodriguez for their work on the mentor program, said thank you to Debra Rojas for her work on the branding initiative, and said goodbye and thank you to Jane Kingston and Pam Eaken, each of whom are leaving the board after long service.

President-Elect Report: Debra Rojas

Debra reported on a conversation with the chapter coordinator about using the new logo and colors for the January issue of the newsletter. There was some difficulty with utilizing the new logo and the chapter coordinator asked about a masthead. Debra reported the cost would be \$400 if we wanted a masthead designed for the January issue, and then the cost for printing in multiple colors would raise the cost. After discussion the board decided to forego a new masthead and proceed with a new layout for the newsletter. The chapter coordinator will change the color of the newsletter and use the new logo and the January issue will be printed in one color.

Pam Eaken will coordinate with the graphic design firm on a new layout for the newsletter and will provide a report at the January board meeting.

Debra reminded the board that the 2015 Chapter Leadership Conference will be held in Orange County on February 20-21 and requested confirmation from those interested in attending.

Debra reported the chapter's BBS-approved CE provider status will expire July 1, 2015, and BBS will no longer be serving in that capacity. She will research alternate CE providers and report at the January meeting.

Debra acknowledged Kate's accomplishments as President throughout 2014 and thanked her for her leadership.

CFO Report: Merrett Sheridan

Merrett stated the financials were not complete because the board meeting date came earlier in the month because of the Thanksgiving holiday and she will email the financials at a later date. She reported the chapter has a new bookkeeper, Tara Johnson, and the board will meet her at the next board meeting that will be held in north region.

Membership Report: Jenna Benson Scholl

Annual Meeting review. Kate noted that 118 members pre-registered for the event, and 78 attended. There were 21 feedback sheets submitted, with mostly positive remarks. She also noted that many members approached her after the event with positive comments acknowledging our chapter is trying new things. She also commented that the event's sponsorship worked out well. The board praised the food, the music and the speaker.

Jenna Benson Scholl stated she will bring a proposal to the January meeting for three potential spaces for next year's event, so that a space can be booked early.

Special Events Report: Kim Panelo

The 2015 Annual Workshop is scheduled for Friday July 17th, from 8:30am to 4pm. Michael's Shoreline is reserved. Jerry Shapiro will speak on the topic of his book Finding Meaning Facing Fears in the Autumn of Your Years. Kim will next work on obtaining speaker information for publicity, logistics, event volunteers, and a marketing plan. She will report on this at the next board meeting.

Kim plans to publicize this event at upcoming practicum fairs. She and Jenna will represent the chapter at Santa Clara University's fair. The board discussed the need for volunteers to help at practicum fairs and Jenna stated that chapter representatives need to be very knowledgeable about the chapter, membership benefits and levels of membership. She will coordinate with Pam to recruit volunteers familiar with all the chapter has to offer.

The new banner with the new branding was unveiled for the board and will be used at upcoming practicum fairs and other events.

Technology and Communications Report: Mike Lysaght

Mike Lysaght provided an update about the Paypal integration for the website. He explained the extent of work which has been done and will instruct the webmaster to submit the final bill from the engineers.

The question about an entire website redesign was asked and the board requested the webmaster attend an upcoming board meeting in 2015 to discuss the pros and cons and cost for an entire website redesign before any decisions are made.

Meeting Adjourned: 11:00am

I do hereby attest that these Minutes are an accurate accounting of SCV-CAMFT's Board of Directors Meeting held on Friday, November 21, 2014

Michal Ruth Sadoff, Secretary