

SCV-CAMFT BOARD MEETING MINUTES
June 24, 2016

Call To Order: 9:15am by Debra Rojas, President

Present: Nancy Andersen, Elizabeth Basile, Ernie Chu, Kim Panelo,
Chandra Rai, Melissa Risso, Debra D. Rojas, Michal Ruth Sadoff,
Eleanor Scott, Janice Shapiro

Guest: Nancy Orr

Absent: Jacqui Gerritsen

Action: Upon motion by Elizabeth and seconded by Eleanor, the May minutes were unanimously approved.

President: Debra Rojas

Debra reported on the Menlo Park block party. Four chapter volunteers helped at the event. The purpose was to provide information about mental health to the public and to educate them on what MFTs have to offer.

Michal introduced a new board member, Janice Shapiro, who will serve as Director of Continuing Education Operations. Michal reviewed the purpose of the new director position: Janice will advise board members and event chairs about CEPA requirements and will develop and submit the first year renewal form to CAMFT in April 2017.

Debra stated that part of the July board meeting will be used for CEPA education. Michal said the focus will be on helping board members and event chairs know how to meet CEPA requirements as they plan and carry out their events. Michal explained what will be required for first year renewal and said the training will include checklists for use by event chairs to ensure all requirements are covered for each event.

Debra reviewed other items on the board calendar and suggested that the August meeting be used for budgeting and planning, and stated it will be a 3 hour meeting. She asked Ernie to provide guidance on the budgeting process. Ernie described a process in which the chapter goals and events to accomplish those be imagined in detail, and after that is clear, to apply cost estimates to come up with budget numbers. Debra noted that the 2017 chapter leadership conference will be in southern California again, recommended attendance by all board members, and suggested budgeting for this. Ernie commented that we should budget for promotional materials.

Debra gave background on the Mentor Program, discussed the role of a Mentor Coordinator and asked board members to review the program as outlined on the web site, and be prepared to discuss at the August meeting.

CFO: Ernie Chu

Ernie gave a financial report, focusing on the balance sheet. He sent the financial reports to Michal, who will distribute them to the board.

Special Events: Kim Panelo

Kim reported that there are 47 registrations to date for the summer workshop. Kim also described the publicity that will be used from now until the event. Debra asked that the look and verbiage of the e-blasts be changed before the next one goes out so as to be different from previous distributions and hopefully capture additional attention. Debra suggested that the speaker be asked to provide the newsletter article covering this speaker's presentation, rather than relying on a chapter volunteer.

For the 2017 special event, Kim said she would like to see an LGBT panel. She also noted that she is stepping down before then. Debra announced that Barbara Pannoni will succeed Kim on the board, and that Barbara plans to attend the July meeting.

Pre-Licensed and Newly Licensed: Melissa Risso

Melissa gave an update on the Exam Prep event. Finding a date for all three companies to attend has been a challenge. Gerry Grossman said they can make almost any date. AATBS, based in southern California, is not available until 2017. Amanda Rowan has not responded to Melissa's inquiries at all. Neither has the BBS. After discussion, the board decided to target the end of January or beginning of February for this event. Debra asked Melissa to poll all prelicensed members as to a best day of the week. A venue needs to be identified, perhaps from the list Nancy Orr created.

Due to Melissa moving on from the board after this year, the Practice Building event will be tabled until someone is available to spearhead that.

Membership: Chandra Rai

The next new member lunch will be held in two weeks. 8-9 responses have been received so far.

Chandra reported on her investigation with Nancy Orr and Michael Jaret and Jacqui about use of Wild Apricot for our new web site. She stated there are two primary sets of tasks left: (1) migrate membership. She recommends that Michael Jaret do this task. And (2) Move the static pages from current web site to new. She recommends that Nancy Orr do that. Much of this has already been done. Pages for new events must also be created. Chandra also recommended that a Wild Apricot developer be retained to do the "polishing" work at the end. Chandra said the Wild Apricot does not handle email, and suggested that GoDaddy could be used. The Chapter Exchange will use Wild Apricot's "Forum".

Nancy Orr also provided an update on the website work. She mentioned an 1800 page Wild Apricot manual that she will review. She expressed her gratitude to Chandra for her help and said it has made a big difference in her confidence with Wild Apricot.

Chandra requested that a PayPal account be created for testing purposes. Ernie raised a concern, based on his research on Wild Apricot development process and consultant companies, that we not create custom code that may be hard to maintain and may make future upgrades difficult. Chandra provided some explanations to address this concern.

Action: Upon motion by Ernie, seconded by Eleanor, the board unanimously agreed to spend up to \$2,000 for Michael Jaret to perform work for the new web site, including migration of membership data to Wild Apricot, and Paypal integration.

Action: Upon motion by Chandra, seconded by Michal, the board unanimously agreed to spend up to \$1500 to retain a Wild Apricot developer as a consultant to the project, and to do the finish work at the end.

Chapter Coordinator: Nancy Orr

Nancy reported that 188 members dropped their membership in 2015, and distributed a list to the members. Members asked about possible reasons for this but there no survey has been done. Regarding membership, although not specifically dropped memberships, Melissa mentioned that at therapist gatherings she attends in the chapter's north region, she often must educate therapists from that area that our chapter covers San Mateo County as well as Santa Clara County. This topic will be further discussed at the planning meeting.

The meeting was adjourned at 11:35am.

I do hereby attest that these Minutes are an accurate accounting of SCV-CAMFT's Board of Directors Meeting held on June 24, 2016.

Michal Ruth Sadoff, Secretary