

SCV-CAMFT BOARD MEETING MINUTES  
JANUARY 31, 2014

**Call to Order:** 9:00 am by Kate Viret

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

**Approval of Minutes:**

- **Action:** Upon motion by Nancy Andersen and seconded by Pam Eaken the board unanimously approved the Minutes of November 22, 2013.

**President Report: Kate Viret**

- Kate introduced Nancy Orr, our Chapter Coordinator and explained the chapter coordinator will be attending board meetings beginning today. This will facilitate a more seamless flow of information between the board and chapter coordinator.
- Editorial committee: Kate inquired about the culture of the committee. Board members who are also editorial committee members explained decisions are consensus driven. The committee is currently reviewing how the chapter uses the newsletter and exploring other uses for it such as a marketing tool. Pam explained the committee reviews “final edits” and deadlines. Kate stated she wants a final review of any edits to her President’s Column prior to publication. She also explained the person responsible for event flyers must also have final review of any edits.
- Membership Directory. The chapter will publish the 2014 issue of the membership directory since members have already paid for it. Kate, Jenna and Nancy Orr will review this issue in more detail.

**CFO Report: Merrett Sheridan**

- Merrett summarized the financial report for 2013. Overall the chapter showed a profit for 2013. In 2012 the chapter offered two large workshops, but the trauma workshop has been discontinued due to the elimination of certifications. Merrett noted advertising income for 2013 was half that of 2012.
- Merrett has reviewed her job description and asked if the board wants to focus on bringing in more income. Kate, Merrett and Jenna will follow-up on this topic when Jenna presents a new marketing plan. No action taken.
- Purchase of iPad Mini. Merrett reported members desire to use credit cards for payment at luncheons and events. She presented an estimate for the purchase of an iPad Mini to utilize either PayPal or SquareUp to process credit cards at luncheons and

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events. The director of Luncheons and Innovative Programs will maintain possession of the iPad.

**Action:** Upon motion by Merrett Sheridan and seconded by Jane Kingston the board unanimously approved the expenditure of \$371.00 plus additional cost for shipping fee, for the purchase of an iPad Mini, with a Smart Cover. Included in the price is engraving to read Property of SCV-CAMFT and the chapter phone number. A copy of the estimate is attached to these minutes.

**Business Development: Nancy Andersen**

- Nancy summarized the proposed Sponsorship Program for 2014. There are three levels for sponsorship. The plan includes educating the membership about new the sponsorship program and its benefits to the chapter.

**Action:** Upon motion by Nancy Andersen and seconded by Elizabeth Basile the board unanimously approved the SCV-CAMFT Proposed Sponsorship Program for 2014. A copy of the program is attached to these minutes. Debra Rojas will include the new program in the P&Ps.

**Action:** Upon motion by Nancy Andersen and seconded by Merrett Sheridan, the board unanimously approved up to \$500.00 to cover the cost for the Webmaster to add the program to the Website and for any additional hours required by the Chapter Coordinator.

**Ethics: Jane Kingston**

- June Symposium: Jane reported the June symposium hosted by the Peninsula Lyons Club is titled “Invent Your Future Health Summit” and will be held on June 13-14. The cost of a booth is between \$1200-\$1700. Benefits to the chapter for participating as an exhibitor provide opportunities to meet other organizations and establish possible partnerships. Since the board is currently exploring re-branding, timing for ordering promotional materials is an issue. Jane said we can always plan for 2015. Kate asked about the deadline for registration and Jane will provide more information at the next meeting in February.
- Jane provided a brief update on the Law and Ethics Workshop for 2013.

**Special Events: Robin Ginsberg**

- June Workshop: Historically the workshop was held in June and this year it will be July. Robin suggested creating a name for the workshop that is not confusing. Ideas were exchanged and board members can email title ideas to Robin.

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- Survey. Robin inquired about the methods used in the past. The chapter uses Survey Monkey and Nancy Orr, chapter coordinator, is familiar with it. After a brief discussion about items to survey, Kate asked for a volunteer to coordinate the survey. Jane Kingston will take the lead on coordinating the questions and present them to the board for approval.
- Robin informed the board when providing event information for posting on the website to provide the registration time for events, instead of the start time. Debra will reflect this in the P&Ps for events.
- 2015 CAMFT Conference. Robin asked about expectations from the Chapter when the CAMFT Conference is held in northern California. This matter is tabled for a later time.

**Membership: Jenna Benson**

- Practicum Fair at SCU. Jenna showed a photo of her table display at the practicum fair. She reported Michael Jaret was instrumental in getting the poster ready for her. Most pre-licensed at the fair knew about CAMFT but had no information about the local chapter. This is a great opportunity for pre- and newly-licensed members. Jenna proposes to take an iPad for interested people to sign up for chapter membership at practicum fairs.
- Membership applications: The current application process on the chapter website is difficult to maneuver. The webmaster has fixed the credit card processing on the application. Jenna proposes the online application be changed so applicants can provide basic information and pay the fee. They are then a member and can complete their profile at their leisure. The board expressed enthusiasm for this new idea.
- Renewals: Currently there are 90 expired members. Jenna wants to contact these members by phone and requested board members to help with the calls.

**Newly- and Pre-Licensed: Kelly Kilcoyne**

- Practicum Fair, Sobrato Center in Redwood Shores: Kelly reported the event was co-hosted by Sofia University and Notre Dame De Namur University. There were 25 agencies participating and approximately 60-80 students. He thanked Jane for also attending. Students are all interested in internships and that's what they want from the chapter. Kelly brought applications and a sign-up sheet for interested students to provide their email. One idea is to have combined chapters to offer practicum fairs.
- Support groups: Kelly reached out to the support groups leaders and will provide them with updated forms, job description for support group leaders and support group

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participant rights. Debra will correct the contact person on P&P Form 310-A Support Group Participant Rights and distribute it to the board for their manuals.

**Chapter Coordinator: Nancy Orr**

- Overall Nancy is enjoying her work. She has exceeded her 15 hours per week due to all the training and work required during her transition. She is happy to attend the board meetings because it helps her with action items. Nancy's original job description requires updating to reflect the additional responsibilities of attending board meetings, attending editorial committee meetings and the newsletter. Additionally her weekly hours need to be adjusted.

**Action:** Upon motion by Debra Rojas and seconded by Elizabeth Basile, the board unanimously agreed to the job description for the chapter coordinator to include new responsibilities of attending board meetings, editorial committee meetings and the newsletter, and increase her weekly hours to 20. Debra Rojas will update her job description and email her a copy.

**President-Elect / Acting Secretary Report: Debra D. Rojas**

- Debra reminded board members to review their job descriptions in the P&Ps along with any policies they're responsible for and provide her with any outdated information. Once received she will update the P&Ps for final approval by the board.
- She reminded all board members that any documents prepared needs their name and date. This eliminates confusion and will facilitate future board members when reviewing documents.
- Graphic Designer Position. Debra is currently accepting proposals from graphic design firms for rebranding and formatting for the chapter print and online communications.
- Storing documents. All corporation documents should be stored for a minimum of 7 years after a corporation dissolves. Nancy Orr asked about keeping documents electronically. The chapter has plenty of room to keep the legal documents, Minutes, incorporation documents, etc. and all original legal documents will be stored in the Minute Book and files in storage.

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**Past President: Pam Eaken**

Reminded board members to answer her email about their board tenure.

**Meeting Adjourned: 11:15 AM**

I do hereby attest that these Minutes are an accurate accounting of SCV-CAMFT's Board of Directors Meeting held on Friday, April 26, 2013.

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Debra D. Rojas, Secretary

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Purchase of iPad Mini for credit card processing  
at luncheons and events, etc.



Personalized iPad mini with Wi-Fi 16GB -Space Gray      \$ 299.00

Engraving: Property of SCV-CAMFT + chapter phone number



iPad mini Smart Cover-Black

	39.00
Recycle fee	3.00
Cart subtotal	\$ 341.00
Estimated Tax	<u>29.58</u>

<b>TOTAL</b>	<b>\$ 370.58</b>
<b>Shipping extra</b>	