



**CALIFORNIA WRITERS CLUB
CENTRAL BOARD MEETING MINUTES – FINAL APPROVED
JANUARY 26, 2014
HOLIDAY INN EXPRESS, OAKLAND, CALIF.**

CALL TO ORDER: Meeting called to order at 8:31 a.m. by President David George.

AGENDA: Sacramento requested that California Bookstore Day be added to the agenda under New Business.

PRESIDENT’S ANNOUNCEMENTS AND MEETING ETIQUETTE

- Thank you to everyone who attended the President’s Reception the previous evening.
- President is considering rotating the Central Board meetings between Northern and Southern California.

Meeting Etiquette:

- No cell phone use (including texting) during meeting.
- Respect the representative who has the floor, speak one at a time.
- Be respectful of the time so adjournment may occur promptly at 3:30 p.m.
- “Be brilliant, be courteous and enjoy your meeting.”

ROLL CALL:

Berkeley – Linda Brown
Central Coast – Joyce Krieg
East Sierra – Donna McCrohan-Rosenthal
Fremont – Nancy Curteman
High Desert – Robert Isbill
Inland Empire – Lisa Hahn
Long Beach – Allene Symons
Marin – Barbara Truax
Mt. Diablo – Elisabeth Tuck/Judith Marshall
Napa Valley – Lenore Hirsch
Orange County – Jeanette Fratto
Redwood – Robbi Bryant
Sacramento – Margie Yee Webb
San Fernando Valley – Ray Malus
SF/Peninsula – Carole Bumpus
South Bay – David LaRoche
Tri Valley – Sharon Svitak
Writers of Kern – Sandy Moffett
Writers of the Mendocino Coast – Doug Fortier

A quorum was present.

SECRETARY'S REPORT (KRIEG): Draft minutes of July 21, 2013, Central Board meeting, and draft minutes of the August 1, 2013, E-business vote (Adoption of Operating Budget for FY 2013) were presented.

Motion: To approve the minutes of the July 21, 2013, Central Board meeting as submitted. Made by San Fernando Valley, seconded by Long Beach. Passed unanimously.

Motion: To approve the minutes of the August 1, 2013, E-business vote (Adoption of Operating Budget for FY 2013) as submitted. Made by Inland Empire, seconded by San Fernando. Passed unanimously.

Secretary Krieg distributed the Central Board roster and requested corrections.

Secretary Krieg distributed IRS Group Exemption Renewal Forms to each branch and requested they be returned to her no later than Feb. 15, 2014.

TREASURER'S REPORT (SVITAK): An update to the 2013-2014 Adopted Operating Budget was presented and is included as Attachment A. Highlights:

- Funds being held by Mt. Diablo on behalf of NorCal Group have been transferred to the general fund.
- \$505.35 was approved by the Executive Committee to cover President George's expenses to travel to a CWC-South meeting.
- \$600 paid to former Webmaster Rik Scott for services in 2012-2013. This puts the club 100% over budget for webmaster services. Invoices were submitted late.
- Available funds: \$75,717.95.
- Checks presented to CWC-South to support a booth at the Riverside Dickens Festival and to Napa Valley to support a scholarship to the Napa Valley Writers Conference.

Membership: Chair Svitak (Tri-Valley) reported that all branches are up-to-date as to renewals. Branches are reminded that the state organization does *not* send out invoices for annual dues, and that the deadline to get them in to the state is October 15 of each year.

MRMS: Chair Malus (San Fernando Valley) presented his report, included as Attachment B. He will be submitting a bill to renew the domain and account for one year, a total of \$117.87.

STANDING COMMITTEE REPORTS

Executive:

President's Comments: President George reminded the Central Board that the Executive Committee exists to carry out the day-to-day operation of the club. It consists of the four elected officers, plus a member-at-large. The PR Chair serves as a non-voting advisory member.

E-business: Secretary Krieg reported that one piece of E-business (Adoption of Operating Budget for FY 2013) had taken place since the July 21, 2013, Central Board meeting.

Public Relations: Chair McCrohan-Rosenthal (East Sierra) presented a report, included as Attachment C.

Motion: That we authorize payment to Webmaster Nestor Cora (Intrepid IT Solutions) \$250 for services connected with CWC website transition (upgrading current website in

accordance with EC guidelines and making it operational). Made by East Sierra, seconded by High Desert. Passed unanimously.

Secretary Krieg issued a reminder that, in accordance with past contracts, the Webmaster is supposed to supply the secretary with User Names, Passwords, and any other pertinent information needed to access the inner workings of the website as a security back-up measure.

Considerable discussion took place as to member benefits, and the need to vet them thoroughly before offering. No objections were raised to the PR Chair's recommendation that a discount with Fearless Literary Services be offered as a member benefit. Napa Valley praised them highly.

Bylaws, Policies and Procedures, and Standards: Chair LaRoche (South Bay) reported no activity over the past six months. Tri-Valley asked for a policy clarification as to dealing with branches that fall below 30 members. LaRoche suggested strengthening the language in the PnP as to minimum membership expectations, and for the Central Board to provide assistance to branches that are struggling with keeping their membership levels up.

Forum Appointments: President George appointed Bob Isbill (High Desert) as moderator and Robbi Bryant (Redwood) as administrator.

New Branch Development: Vice President Webb reported the potential new branch in Santa Cruz has withdrawn its Letter of Intent to charter. She noted the difficulty in chartering a new branch without the active participation and assistance of a nearby branch. She has responded to inquiries from Chico and the Mt. Shasta area. A reminder that there is a \$300 budget line to pay for travel expenses involved in chartering a potential new branch.

Action: San Fernando Valley suggested that Napa Valley, and Writers of the Mendocino Coast volunteered to write a narrative on how to start a new branch.

Literary Review: Editor LaRoche (South Bay) reported that he has received 207 submissions for the third annual issue. This is a 35 percent increase over the previous year. Three editors are reviewing the submissions. The pace of production depends on the editors. The 2014 issue will "very likely" come in on budget. All work will be copy edited. The deadline to submit is clearly stated on the back of the current magazine. Mailing of the 2014 issue is expected to take place in March, with the mailing list compiled from data on MRMS.

Action: SF/Peninsula to provide list of members who did not get the 2013 *Literary Review* so the problem can be investigated and solved. MRMS Chair Malus urged that branches immediately follow up with members who claim they did not receive a copy of the magazine and check MRMS for accuracy of the mailing address.

Action: President George directed Editor LaRoche to let him know when the *Literary Review* is in the mail and he will notify all of the branches. He issued a reminder that MRMS should be kept up-to-date at all times and requested that this message be delivered to the branch Membership Chairs.

Action: After discussion as to whether the authors of the best submissions to the *Literary Review* should be paid for their work, President George directed this issue be placed on the CWC Forum for further discussion.

The Bulletin: Former Editor Krieg (Central Coast) presented a report, included as Attachment D, about the various options available in reviving CWC's traditional printed, mailed newsletter, *The*

Bulletin. Krieg volunteered her services to return as editor if the Central Board wished to proceed.

Motion: To approve up to \$2,800 as an out-of-budget expenditure to print and mail one edition of *The Bulletin* on a trial basis. Made by Central Coast, seconded by Napa Valley. Passed unanimously.

NorCal Group: Chair Krieg (Central Coast) reported the group is busy planning for CWC's presence at the San Francisco Writers Conference and for a Leadership Conference for branch officers and committee chairs in May. She distributed a promotional piece about the Leadership Conference and issued a general invitation to the Southern California branches to participate if they would like.

Motion: Whereas a motion approved April 5, 2011 by electronic vote created an annual budget of \$4,000 for use by the two CWC regional associations;

Whereas the original motion makes the funds available only in the fiscal year in which they were allocated;

Whereas the CWC regional associations have established a track record of using their annual allocation in a responsible manner;

Whereas a regional association may wish to carry over some or all of its annual allocation to fund a special project such as a writing retreat, leadership conference, or other worthwhile endeavor;

Be it resolved that any or all of the \$2,000 stipend for each of the two regional associations may be carried over into the next fiscal year based on direction given to the CWC treasurer by the governing body of the regional association. Any funds not used by the regional association(s) within two fiscal years will revert back to the CWC general fund.

Made by Central Coast, seconded by Fremont. After discussion and the strong objections of Treasurer Svitak, NorCal Chair Krieg agreed to withdraw the motion after receiving verbal assurance from Treasurer Svitak that she has no problem with funds being held over from year-to-year as long as she is notified in advance.

CWC-South: Chair McCrohan-Rosenthal (East Sierra) reported the group has awarded a \$100 scholarship for academic excellence, is showcasing members' writing and advice for writers on the CWC-South website, and will be participating in the Riverside Dickens Festival in February. The latter includes offering a workshop on "Dickens, *The Hunger Games* and *Zombies*" and a pass-out about Dickens' connections to California.

BREAK:

Meeting recessed at 11:45 a.m. and reconvened at 1:15 p.m. Luncheon was served and the reps heard a presentation from Jay-Marie and Ron Garcia from Diablo Valley Insurance Agency, Inc., as to our general liability and directors and officers liability coverage through the Nonprofits Insurance Alliance of California. See Attachment E. The Garcias have been the club's insurance agents since 1988 with zero claims having been filed. Ron Garcia noted that our biggest liability exposure rests with members using their personal vehicles to run errands on club business. He urged the branches to require all volunteer drivers to provide proof of license, registration and insurance.

OLD BUSINESS

Publishing Pathways: Chair Marshall (Mt. Diablo) provided an overview of the program, included as Attachment F.

Action: President George directed all reps to continue the discussion as to the future of this program on the CWC Forum.

Action: Napa Valley volunteered to contact the existing mentors to determine their current commitment.

Friends of Joaquin Miller Park: Chair Brown (Berkeley) presented a report, Attachment G.

Scholarship: President George reported that former Chair Casey Wilson (East Sierra) may be willing to come back and resume his role if exact language is written into the Policies and Procedures as to how the program will be administered and operated. East Sierra suggested that \$5,000 be awarded annually, and that the award be connected with a specific university. Tri-Valley suggested that small grants of \$500 be given through local colleges. A straw poll showed 6 branches preferring smaller grants, and 8 preferring one large scholarship.

Action: President George directed this issue be placed on the Forum to develop consensus.

Membership:

Motion: Change the PnP's to reflect that branches must maintain a minimum of 25 paid members to be a branch in good standing. If at the time of a CB meeting an existing branch is below the minimum required membership number, the branch will have until the next CB meeting to bring the membership to the required number. Failure to perform will result in the branch being put on probation. Made by Tri-Valley, seconded by Marin. Passed unanimously.

NEW BUSINESS

President's Canvass of Branch Needs: President George reported that 8 of the 19 branches responded to his request for feedback as to the most pressing needs facing CWC. In order of number of times the issue was mentioned:

1. Younger members
2. More member benefits and better communication at the state level
3. Quality of the *Literary Review*
4. Strengthen business practices through technology
5. A planning retreat to establish a five-year plan
6. Higher paid/more professional webmaster
7. CWC publishing house with our own branding
8. Overhaul of the state website

Action: President George to place this on the Forum to get feedback, and will email to the reps for sharing with the branch officers.

California Bookstore Day: Vice President Webb (Sacramento) presented information on this event (Attachment H) for CWC's consideration in supporting.

Advertising in the *Literary Review*: High Desert presented a report, Attachment I. Considerable discussion as to overall advisability, whether the club should allow members to advertise their publications and editorial services, *Literary Review* versus *Bulletin* as the best venue for ads, and whether the club should solicit sponsorships instead of commercial advertising.

Café Press Store to Sell CWC Logo Items: Central Coast suggested the club might consider doing this to (1) raise revenue to support the *Literary Review* and *Bulletin* and (2) meet members' desires for logo items.

Action: Place it on the CWC Forum for further discussion.

Dual Memberships:

Motion: As of July 1, 2014, dual membership dues increase to \$25 to be consistent with branch retention of membership dues. Made by Marin, seconded by Long Beach. Passed unanimously.

Active/Associate Membership Categories: Discussion as to whether the criteria need to be revised to reflect current publishing realities.

Action: East Sierra, Writers of Kern, Napa Valley and Long Beach to serve on committee to revise criteria and make recommendation at the next Central Board meeting. Long Beach shall serve as chair.

Next Meeting: President George announced the next Central Board meeting shall be on Sunday, July 20.

ADJOURNMENT: Meeting adjourned at 3:43 p.m.

Respectfully submitted,
Joyce Krieg
Secretary, California Writers Club Central Board