



**California Writers Club
March 14, 2010
Central Board Meeting Minutes
Location: Days Hotel, Oakland, CA**

Representatives present:

(Branch) (Rep or proxy)

Berkeley: Lloyd Lofthouse

Central Coast: Joyce Krieg

East Sierra: Donna McCrohan-Rosenthal

Fremont Area Writers: Nancy Curteman

High Desert: Carol Warren

Inland Empire: Harry Ramage

Long Beach: Allene Symons

Marin: Sasha Futran

Mount Diablo: David George

Orange County: Carol Celeste

SF/Peninsula: Tory Hartman, proxy

Redwood: Kate Farrell

Sacramento: Margie Yee Webb

South Bay: Dave LaRoche

Tri-Valley: Kathy Urban

West Valley: Carol Celeste, proxy

Writers of Kern: Sandy Moffett

Absent: San Fernando Valley

A quorum was present with 17 votes. Others present: Casey Wilson, president; Bob Garfinkle, Fremont Area Writers proxy after lunch; Danny Snow of Unlimited Publishing; Barbara Truax, Marin Branch president.

Proceedings:

The meeting was called to order at 8:36 a.m. by President Casey Wilson in the Chair with Carol Celeste, Secretary, present.

Minutes for the November 9, 2009, meeting were presented and approved as corrected. Forum minutes for The Bulletin Distribution were presented and approved as written.

Treasurer's Report:

Kathy Urban presented a *Summary report* dated October 1, 2009, to December 31, 2009.

Wells Fargo checking account balance was \$48,656.32.

Wells Fargo CD \$18,084.07.

Wells Fargo CD \$ 5,340.33.

Standing Committee reports:

Executive:

1) Infringement of the CWC service mark by California Writers Coalition was investigated and legal action was recommended.

Motion: at 9:24 a.m. by Kate Farrell, second by Nancy Curteman

I move that the Central Board pay an attorney to write a cease and desist letter to stop the infringement of the California Writers Club service mark to the California Writers Coalition and authorize a fee not to exceed \$700.00.

The motion passed unanimously.

Action: Casey Wilson will contract with the attorney.

2) The IRS Publication 78 data base still omits CWC and records list CWC as 501 (c) (6) rather than the correct 501 (c) (3) designation. Casey's IRS contact blames it on a DC computer registering an error. Lynn Brinkley, of the IRS, told Casey an analyst found a second error at Ogden. A letter confirming CWC 501 (c)(3) status is expected within two weeks. Ms. Brinkley will try to get CWC on the list of exempt organizations not confirmed in time for Publication 78 before the next publication date.

3) The Roseville Public Library requested that CWC partner with them in a literary festival. Casey accepted and designated Donna McCrohan-Rosenthal as CB contact. Margie Yee Webb was named as a replacement since she is close and involved already.

Action: Reps to publicize the event within branches and inform Casey of their efforts.

4) The annual IRS Group Exemption letter was sent before the deadline.

Special address by Mr. Danny Snow, Unlimited Publishing (Introduction by Kate Farrell)

A new application for ebooks on smart phones was presented. Unlimited Publishing offers higher royalties for authors and a 20% donation to CWC from Unlimited Publishing for each work sold. Authors retain all rights and set prices.

Action: Reps to inform members of the program and URL

www.unlimitedpublishing.com/cwc.

Action Carol Celeste to send the March Orange Ink to CB reps to share an article on publishing industry trends.

Finance: Kathy Urban No report

Membership: David George reported for Dale King. Redwood is now the second largest branch, CWC has 19 life members. June 30 is the deadline for the reduced fee for Centennial life membership. High Desert was lauded for its member increase.

Action: David George will email the branch membership report to CB reps.

The Bulletin: No report.

Casey referred an unrecognized motion by Joyce Krieg relating to The Bulletin distribution to Dave LaRoche, Bylaws committee chair, to be addressed pending committee review.

New Branch Development: Kate Farrell reported that the Writers Forum in Redding is interested in CWC membership. Mendocino efforts will resume in the summer.

Scholarship: Allene Symons No report

Ad Hoc Committees

Centennial: Donna McCrohan-Rosenthal reported on possible activities for branches to publicize.

Motion: at 11:30 a.m. by Donna McCrohan-Rosenthal, second by Dave LaRoche
I move that we renew our subscription to the electronic media list of approximately 600 media outlets for a cost of about \$200.

The motion passed unanimously.

Action: Casey to renew the list.

Website Designer Recruitment; Kate Farrell reported that the committee received bids to redesign the CWC Web site from current Webmaster David Burr at \$3,500 with three months to complete, and from Linda Lee of Peninsula Branch, at \$849, a few weeks to complete and \$45/ hr for maintenance.

Motion: at 1:18 p.m. by Kathy Urban, second by Dave LaRoche

I move that the Central Board authorize an expenditure not to exceed \$1,000 for the Web site redesign and not to exceed \$100 per month for maintenance.

The motion passed unanimously.

Action: Web Design Committee will arrange a prototype site on Go Daddy.

Action: Joyce Krieg was appointed to the committee.

Standing committees resumed

Bylaws, Policies and Procedures, and Standards: Dave LaRoche

1) *The Bulletin* distribution

Motion: at 1:25 p.m. by Dave LaRoche, second by Joyce Krieg

I, Dave LaRoche, move the following:

That the policies and Procedures be amended to add Section G to Article 20 - *The Bulletin* to read as follows:

1. *The Bulletin* shall be distributed to members in digital and paper format based on each member's preference.
2. *The Bulletin* Editor and the State Membership Chair shall coordinate with a designated representative of each branch to determine a mutually-acceptable method for electronic delivery for each branch.
3. *The Bulletin* Editor shall be responsible for arranging for printing and mailing to those members who opt for hard copy.
4. The State Membership Chair shall be responsible for providing an up-to-date mailing list for those who opt for hard copy.

This motion shall be effective with the distribution of the third issue of *The Bulletin* in 2010.
The motion passed unanimously.

Action: The secretary will notify the editor and membership chair of the decision.

2) **Re-Organization:** Proposed changes to the Policies and Procedures as noted in the Initial Summary accepted in November were discussed.

Action: Dave LaRoche will send Policies and Procedures suggested revisions to the CB.

Action: Reps to advise branch boards or members for later discussion on the forum.

Old Business:

Nominating Committee: Without objection Casey appointed **Kate Farrell** chair of the nominating committee. **Sandy Moffet** joined the committee.

Bylaws review for contract issues between the Central Board and Branches: Dave LaRoche No report.

“Westwinds Century”: Dave LaRoche No report.

Action: Dave LaRoche to post information on the forum.

LA Times Festival of Books: Allene Symons requested corrections to the CWC brochure for distribution at the Festival.

Action: Reps to report corrections no later than two weeks from today.

New Business:

Signage for Joaquin Miller Park event: Lloyd Lofthouse for Linda Brown

Motion: at 4:06 p.m. by Lloyd Lofthouse, second by Joyce Krieg,

I move to allocate \$225 to reimburse Linda Brown for signage for the Joaquin Miller park event on April 25.

The motion passed unanimously.

Joaquin Park Picnic: Bob Garfinkle invited all members to a July 10 picnic and offered to provide transportation from the airport.

Club history-Lloyd Lofthouse offered to take over the project.

Action: Lloyd to request a copy of the manuscript from Dave Sawle and begin editing.

NorCal Group: Dave LaRoche

Action: Dave will email the mission statement of the CWC-NorCal Group to all reps and announce the next meeting date. All CWC members are welcome.

The meeting adjourned at 4:29 p.m.

Next Central Board meeting: July 11, 2010.

Respectfully submitted by Carol Celeste, Central Board Secretary