



**CALIFORNIA WRITERS CLUB
CENTRAL BOARD MEETING MINUTES
JULY 22, 2012
HOLIDAY INN EXPRESS, OAKLAND, CALIF.**

CALL TO ORDER: Meeting called to order at 8:30 a.m. by President Bob Garfinkle

ROLL CALL:

Berkeley – Linda Brown
Central Coast – Joyce Krieg
East Sierra – Casey Wilson
High Desert – Anita Holmes
Inland Empire – Duncan Dieterly
Fremont – Nancy Curteman
Long Beach – Allene Symons
Marin – Dave LaRoche (proxy for Barbara Truax)
Mt. Diablo – Joyce Krieg (proxy for Judith Marshall)
Orange County – Carol Celeste
Redwood – Elaine Webster
Sacramento – Margie Yee Webb
San Fernando Valley – Ray Malus (for Yolanda Fintor)
SF/Peninsula – Nancy Curteman (proxy for L.J. Anderson)
South Bay – Dave LaRoche
Tri Valley – Sharon Svitak
Writers of Kern – Dana Martin (for Sandy Moffett)
Writers of the Mendocino Coast – Doug Fortier

Also Present:

Donna McCrohan-Rosenthal – Member of East Sierra and CWC Publicity Chair
Catherine Kitcho – Incoming Central Board Representative, Orange County
Tanya Grove – President of Berkeley
David Simmons – Berkeley member
Dave Sawle – Berkeley member
Blake Webster – Redwood member
Ann Helsel – Mendocino member (joined meeting briefly)

SECRETARY’S REPORT (KRIEG): Draft minutes of Jan. 29, 2012, Central Board meeting, under Membership: Member Record Management System (MRMS), amended to strike “Action: Ray Malus was directed to put the idea up on The Forum for further discussion” and to substitute “Action: The idea is to be put up on The Forum for further discussion.” Also, the presentation on MRMS made by Ray Malus at the Jan. 29, 2012 meeting was entered into the record with the minutes.

Motion: To approve corrected minutes of Jan. 29, 2012, and the minutes of the Central Board meetings of Jan. 30, 2011, July 31, 2011, the Forum motions from July 2010 through June 2012, with the understanding that spelling and grammatical errors may be corrected after the fact as long as they do not change actual content. Made by Tri-Valley, seconded by San Fernando Valley.

Ayes: Berkeley, Central Coast, East Sierra, Inland Empire, Fremont, Long Beach, Marin, Mt. Diablo, Orange County, Sacramento, San Fernando Valley, SF/Peninsula, South Bay, Tri-Valley, Writers of Kern.

Abstentions: High Desert, Redwood, Writers of the Mendocino Coast.

Motion carried.

Secretary Krieg distributed the Central Board roster and requested corrections.

Secretary Krieg distributed forms to be filled out by each branch to provide contact information for their officers and board members, in keeping with the Secretary's duties under the Policies and Procedures.

TREASURER'S REPORT (SVITAK): The CWC checking account contains \$49,558.11. Treasurer Svitak had originally projected a \$14,343 deficit this fiscal year, due largely to legal expenses; however, the deficit is only \$8,341.23.

STANDING COMMITTEE REPORTS

Executive:

E-business: Secretary Krieg noted that three motions had been voted upon in the period between the January 29, 2012, Central Board meeting and the current meeting: The Ina Coolbrith Award for Dave LaRoche (passed), the donation to the Jack London film project (passed), and the proposed donation to the Notre Dame de Namur writing scholarship (failed).

California Department of Justice and Registry of Charitable Trusts: President Garfinkle reported no progress. He will take it up with his state senator.

Finance:

Budget for Fiscal Year 2012-2013: Treasurer Svitak presented a budget projecting \$34,960 in income for the coming fiscal year and expenses of \$32,920.

Motion: To strike the \$200 line item for Legal Fees. Made by East Sierra, seconded by South Bay.

Ayes: East Sierra, South Bay, Writers of the Mendocino Coast.

Nays: Berkeley, Central Coast, High Desert, Fremont, Inland Empire, Long Beach, Marin, Mount Diablo, Orange County, Redwood, Sacramento, SF/Peninsula, San Fernando Valley, South Bay, Writers of Kern.

Motion failed.

Motion: To increase the line item for Legal Fees from \$200 to \$500. Made by Fremont, seconded by San Fernando Valley. Passed unanimously.

Motion: To create separate line items for Literary Review Printing and Literary Review Postage. Made by Berkeley, seconded by Redwood. Passed unanimously.

Motion: To increase the line item for Writers Conferences from \$1,000 to \$1,500. Made by Redwood, seconded by Berkeley. Passed unanimously.

Motion: To increase the line item for Education/Outreach from \$100 to \$300. Made by Berkeley, seconded by Redwood. Passed unanimously.

Motion: To approve the budget for fiscal year 2012-2013 as amended. Made by East Sierra, seconded by Central Coast. Passed unanimously.

Membership:

Dana Martin, for Membership Chair Sandy Moffett, reported 1,588 members as of June 30, 2012. Since 2008, the club has gained 400 members, has gained two branches and lost one. Tri-Valley's numbers were missing from the most recent report and will add approximately 100 more members to the total. East Sierra requested that the report be changed to reflect that the West Valley branch merged with San Fernando Valley, instead of "disbanded."

Bylaws, Policies and Procedures, and Standards:

Secretary Krieg requested that the Policies and Procedures be amended to strike the requirement to send e-business minutes to the branch presidents, and to add a requirement to post the minutes on the CWC web site. She was directed to turn in the motion to the Policies and Procedures Committee for consideration.

New Branch Development:

Redwood reported that the proposed new branch in Napa had its first meeting on May 19 and is moving along to achieving the requirements for chartering.

President Garfinkle reported interest in forming branches in Fresno, San Diego, Pasadena, and Tracy, but nothing further has developed.

It was noted that the Vice President is supposed to be a member of the New Branch Development Committee, and that the committee needs a new chair.

Literary Review:

Editor LaRoche reported a final cost of \$5,032 for the inaugural issue. One hundred fifty-three submissions have been received for the next issue. He has 58 copies of the first issue left over, and recommends selling them to the branches at \$4 each. Considerable discussion over the possibility of selling advertising to offset costs, but no firm plans were made for moving forward.

Motion: To publish the CWC Literary Review in autumn of 2012. Made by South Bay, seconded by San Fernando Valley. Passed unanimously.

Scholarship:

Committee Chair Wilson had nothing to report.

Ina Coolbrith Award:

Presented by President Garfinkle to Dave LaRoche in recognition of his editorship of the CWC Literary Review, his work on the Policies and Procedures Committee, and his leadership in establishing the regional associations.

BREAK: Meeting recessed for lunch at 12:00 p.m. and resumed at approximately 1:30 p.m. Luncheon included presentation by Chris Million, producer of the documentary film, *Jack London: 20th Century Man*.

Web Site:

Motion: To renew the contract for web site maintenance services with Richard Scott for 2012-2013. Made by Tri-Valley, seconded by Orange County. Passed unanimously.

Action: President Garfinkle was directed to obtain the site's passwords from Scott and to pass them along to Secretary Krieg for safe-keeping, as required in the contract.

Jack London State Historic Park:

Secretary Krieg reported that the park is remaining open with limited hours under an operating agreement between California State Parks and the Valley of the Moon Natural History Association.

Motion: To maintain CWC's membership in the Valley of the Moon Natural History Association at the \$100 level for 2012-2013. Made by Central Coast, seconded by Tri-Valley. Passed unanimously.

Friends of Joaquin Miller Park:

Linda Brown reported on the following activities as CWC's representative to Friends of Joaquin Miller Park:

- Attended annual meeting on May 19.
- 50 trail signs have been installed.
- A web site, www.fojimp.org, has been set up.
- Worked on volunteer trail restoration project.
- Signage proposal for Writers Memorial Grove is on hold due to city of Oakland departmental reorganization.
- Staffed a table and displayed CWC materials at the Piedmont Pines Neighborhood Association annual meeting.
- Will be giving a talk about CWC and its ties with Joaquin Miller Park to the Friends of Oakland Parks on August 15.

Brown also reported that a proposal is being discussed to change the name of the Fire Circle to the California Writers Club Circle.

Motion: To maintain our membership in the Friends of Joaquin Miller Park for 2012-2013 at a cost of \$25. Made by Berkeley, seconded by Sacramento. Passed unanimously.

Motion: To reimburse Linda Brown \$40.18 in copying costs for Friends of Joaquin Miller Park activities. Made by Berkeley, seconded by Sacramento. Passed unanimously.

OLD BUSINESS**Membership Software:**

A presentation was made by Ray Malus, software developer, on proposed new software for maintaining the membership database.

Motion:

1. That the tested and broadly accepted MRMS system be approved as the sole CWC State Membership tracking and reporting system from this point forward. (FYB: July 01, 2012)
2. That the Board allocate the sum of one dollar to purchase usage rights to MRMS code for a period of 10 years, starting July 1, 2012.

3. That the non-paid, non-voting position of State MRMS Administrator be immediately established — term to run for 2 years beginning on July 1 and ending on June 30 of the second year — duties to be determined by the Board and current State MRMS Administrator.

4. That by Sept 1, 2012, the Board establish a report, acceptable to itself and the current State MRMS Administrator, for the position of State MRMS Administrator.

5. That an immediate search be initiated for a back-up MRMS Administrator, candidates to be evaluated by the Board, and current MRMS Administrator, eventual training to be provided as part of the duties of the current State MRMS Administrator.

6. That MRMS participating Branches be directed that, wherever possible, a local MRMS Systems Administrator (Sys. Adm.) be appointed from its membership. Duties to include serving as a Point of Contact for the State MRMS Administrator, and maintaining local configuration changes to the Branch system.

Made by Writers of Kern, seconded by South Bay. Passed unanimously, with thanks to Malus for the considerable time and talent he contributed in developing the software and implementing it at the state and branch level.

Action: All Central Board representatives are to direct their branch Membership Chairs and Treasurers to get in touch with Malus via email.

Action: Thank-you letter to be sent to San Fernando Valley for hosting the MRMS system at no expense to CWC.

Public Relations:

Committee Chair Donna McCrohan-Rosenthal reported the following activities:

- Monthly PR columns have been sent to branch newsletter editors.
- PR and web site guidelines have been sent to branch newsletter editors, Central Board representatives, Publicity Chairs, and the CWC president.
- Attempted to generate interest at the branch level in screening of “The First 70,” a documentary film about the closing of state parks.

As she completed her term as Publicity Chair, McCrohan-Rosenthal noted the following problems:

- Confusion as to who is the official spokesperson for CWC.
- Failure to include Publicity Chair in discussions.
- Lack of consistency in having web site content screened by the Publicity Chair.
- Lack of solid research to back up CWC’s claim of having been founded by Jack London, and lack of a proper, accurate history on our web site.
- Lack of a clear identity for the club and its members, especially when interacting with editors, agents, and trade organizations.

The following opportunities were noted:

- The Jack London conference in Logan, Utah, in October.
- Northern California Independent Booksellers Association – opportunity for a table at the October trade show.
- San Francisco Writers Conference – similar opportunity next February.
- L.A. Times Festival of Books – similar opportunity.
- Mini-grants to be offered to the branches for library and literacy projects.
- CWC’s logo and slogan – is it time to modernize and upgrade?

On the subject of CWC’s history, Casey Wilson shared highlights of research he recently conducted in the Jack London archives at Utah State University. He could not find any evidence

directly tying London to CWC during his lifetime. He did find two mentions in early editions of *The Bulletin* to London having spoken at CWC meetings, but no evidence of his having been a member. Wilson also searched through correspondence between London and poet George Sterling, and the correspondence of London's wife, Charmian London, and found no mention of CWC. At best, it appears that London was an early honorary member of the club.

The Publicity Chair's report ended with President Garfinkle thanking McCrohan-Rosenthal for her service to the club.

NEW BUSINESS

Information Packet for Incoming Central Board Representatives:

All present appeared in agreement that an information packet or binder would be useful. Margie Yee Webb, Linda Brown, Allene Symons and Joyce Krieg agreed to serve on a committee to develop.

San Francisco Writers Conference:

Motion: To allocate \$250 toward paying for a CWC table in the vendor's room at the 2013 San Francisco Writers Conference. Made by Central Coast, seconded by Tri-Valley. Passed unanimously.

Writers of Kern Donation:

Accepted with thanks a donation of \$50 from Writers of Kern to the CWC Literary Review.

Grants/EIN Numbers:

Berkeley requested direction as to which EIN number – the branch or the state – should be used in applying for grants. According to Casey Wilson, the branch EIN should be used. He noted that grants are considered contracts, and only the President and Treasurer can sign contracts.

The Bulletin:

East Sierra urged the Central Board to consider reinstating the club's official newsletter, *The Bulletin*.

ELECTION OF OFFICERS

Election conducted by Dave LaRoche, filling in for Nominating Committee Chair Barbara Truax. The committee presented the following slate:

President – Bob Garfinkle
Vice President – Margie Yee Webb
Secretary – Joyce Krieg
Treasurer – Sharon Svitak

Motion: To accept the slate presented by the Nominating Committee. Made by South Bay, seconded by Orange County. Passed unanimously.

Committee Chair Appointments:

President Garfinkle made the following committee chair appointments for 2012-2013:

Policies and Procedures – Dave LaRoche
Administrator and Moderator of E-Business Forum – Dave LaRoche
Editor of Literary Review – Dave LaRoche
Membership Chair – Sandy Moffett
Membership Software Administrator – Ray Malus
Executive Committee Representative-at-Large – Duncan Dieterly.

Meeting adjourned at 4:17 p.m.

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