



**CALIFORNIA WRITERS CLUB  
CENTRAL BOARD MEETING MINUTES - DRAFT  
JULY 21, 2013  
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 – Donna McCrohan-Rosenthal  
High Desert – Robert Isbill (proxy for Anita Holmes)  
Inland Empire – Lisa Hahn  
Fremont – Nancy Curteman  
Long Beach – Allene Symons  
Marin – Absent, no proxy  
Mt. Diablo – David George  
Napa Valley – Lenore Hirsch  
Orange County – Jeanette Fratto  
Redwood – Elaine Webster  
Sacramento – Margie Yee Webb  
San Fernando Valley – Ray Malus  
SF/Peninsula – L.J. Anderson  
South Bay – David LaRoche  
Tri Valley – Sharon Svitak  
Writers of Kern – Donna McCrohan-Rosenthal (proxy)  
Writers of the Mendocino Coast – Doug Fortier

**SECRETARY'S REPORT (KRIEG):** Draft minutes of January 27, 2013, Central Board meeting, and draft minutes of the August 4-22, 2012, E-business vote (PR/Publicity Committee role) were presented.

**Motion:** To approve both sets of minutes as submitted. Made by San Fernando Valley, seconded by Tri-Valley. Passed unanimously.

Secretary Krieg distributed the Central Board roster and requested corrections.

**TREASURER'S REPORT (SVITAK):** 2012-2013 actual budget is incorporated into the minutes as Attachment A.

**Motion:** To approve the treasurer's report as submitted. Made by Tri-Valley, seconded by Mt. Diablo. Passed unanimously.

Treasurer Svitak requested that expenses that are incurred in the fiscal year be submitted for reimbursement before the end of that same fiscal year. Don't wait three or four months after. This includes expenses against the NorCal Group and CWC-South annual stipends.

Treasurer Svitak and President Garfinkle clarified our status with the Franchise Tax Board and the IRS regarding our non-profit status. The IRS considers us to be two separate groups, with the state organization being a 501 (c) 3 nonprofit, and the individual branches 501 (c) 6 nonprofits. However, branches may solicit donations as a 501 (c) 3 under the state CWC umbrella.

## **STANDING COMMITTEE REPORTS**

### **Executive:**

**E-business:** Secretary Krieg reported that no e-business had been conducted on the Central Board Forum since the January 27, 2013, meeting.

### **Finance:**

Treasurer Svitak presented a proposed budget for 2013-14, Attachment B.

**Motion:** To add \$300 in the budget for reimbursable expenses for new branch development. Made by Central Coast, seconded by Long Beach. Passed unanimously.

**Motion:** That the CWC Central Board support the High Desert branch's Dorothy C. Blakely Memorial Memoir Project with support of \$1,000. Made by San Fernando Valley, seconded by Mt. Diablo. Passed unanimously.

**Action:** After considerable discussion over various methods that might be employed to balance the budget, Treasurer Svitak was directed to revise the proposed 2013-14 budget and to put it on the e-business Forum for vote.

### **Membership:**

MRMS Chair Malus reported total membership standing at 1,815. This will probably drop significantly after the membership renewal period ends on September 30. Four branches appear to have fallen below the 50% Active/Associate ratio required by the Policies and Procedures, and could face being suspended by the Central Board.

**Motion:** To appoint Sharon Svitak Interim Membership Chair from April 8, 2013, to July 27, 2013. Made by San Fernando Valley, seconded by South Bay. Passed unanimously with thanks to Sandy Moffett (Writers of Kern) for her service as Membership Chair.

MRMS Chair Malus encouraged all branches to become self-sufficient in use of the MRMS software. He reported that he will be moving the software off the San Fernando Valley web site and placing it on a separate site, mrmsys.org, and reminded us that a back-up System Administrator needs to be found and trained.

### **Bylaws, Policies and Procedures, and Standards:**

Chair LaRoche is working on a records retention policy. He and Malus will be working together to revise the Policies and Procedures to ensure consistency. Thanks given to LaRoche for his diligent work on the Policies and Procedures these past few years.

### **New Branch Development:**

Vice President Webb reported receipt of a Letter of Intent to charter from a group in Santa Cruz. Thanks given to President Garfinkle for being willing to travel to Santa Cruz to meet with organizers of the proposed new branch.

***Literary Review:***

Editor LaRoche reported that for the second annual issue, screeners' comments were sent to the authors whose work was not accepted for publication. More attention was paid to proofreading. Thirty-six submissions have already been received for the 2013-14 publication. LaRoche is working on a plan for soliciting institutional advertising. Considerable discussion over improvements, including budgeting for a professional copy editor.

***The Bulletin:***

Secretary Krieg reported there is interest in reviving the CWC newsletter based on comments in a Forum discussion this past spring. The printer who does the *Literary Review* has submitted quotes ranging from \$2,322 to \$3,280 per issue, including postage, depending on whether color is used. Krieg was directed to gather more information and solicit more input for discussion at a future date.

**BREAK:**

Meeting recessed for lunch at 11:20 a.m. and reconvened at 1:59 p.m. Luncheon included the Jack London Service Awards presentation.

**REGIONAL GROUP REPORTS**

**NorCal:**

Chair Krieg followed up on the vendor table sponsored by CWC and staffed by NorCal members at the San Francisco Writers Conference Feb. 15-17, and displayed a new banner that NorCal ordered and paid for out of its annual stipend.

**CWC South:**

Chair McCrohan-Rosenthal reported the group is using its stipend to pay for a professional web designer. Their new site, [www.socalwritersshowcase.com](http://www.socalwritersshowcase.com), will feature members' writings and content about the craft and business of writing.

**OTHER REPORTS**

**Webmaster:**

**Motion:** To offer a contract to Richard Scott to serve as the CWC webmaster for 2013-2014. Made by San Fernando Valley, seconded by East Sierra. Motion passed with 10 Aye, 3 Nay and 4 Abstain.

**Jack London State Historic Park:**

**Motion:** To continue our support at \$100 for the Valley of the Moon Natural History Association. Made by Central Coast, seconded by Tri-Valley. Passed unanimously.

**Friends of Joaquin Miller Park:**

Representative Brown presented a report on her activities as CWC's representative to Friends of Joaquin Miller Park, Attachment C.

## **OLD BUSINESS**

### **Public Relations:**

Chair McCrohan-Rosenthal reported the “LitCake” literary cake-decorating event could have had some PR value if branches had responded to her request for information on members planning to enter the contest. Sample press releases were sent to the branches as to their Jack London honorees. PR suggestions offered:

- Don’t oversell a project.
- Proofread what you put out.
- Use caution in sending emails, and never assume you have the right to forward an email sent to you.
- You’ve got to grab people to get them to pay attention.

### **Information Packet for Incoming Central Board Representatives:**

Committee consisting of Margie Yee Webb, Linda Brown, Allene Symons and Joyce Krieg have prepared material and posted it on the CWC web site.

## **NEW BUSINESS**

### **Publishing Pathways:**

This program was designed by the original NorCal Group Chair LaRoche to help unpublished writers get published, and as a member recruiting tool. Current NorCal Group Chair Krieg requested that the state organization take on this program. After considerable discussion, the consensus was to direct incoming President George to appoint a Publishing Pathways chair, who will report back to the club in January 2014. In the meantime, representatives were directed to look at the current Publishing Pathways web site at [www.cwcnorcalwriters.org/pathways](http://www.cwcnorcalwriters.org/pathways).

### **Election of Officers:**

Nominating Committee Chair Malus presented the following slate of officers for 2013-2014:

- President – David George, Mt. Diablo
- Vice President – Margie Yee Webb, Sacramento
- Secretary – Joyce Krieg, Central Coast
- Treasurer – Sharon Svitak, Tri-Valley

The slate was elected by acclamation.

### **Farewell Message/Major Accomplishments by Bob Garfinkle:**

- Successful resolution of lawsuit against California Writers Coalition
- Resolution of tax-exempt status and listing in IRS Publication 78
- Two new branches, Napa Valley and Writers of the Mendocino Coast
- Increase in overall membership
- Publication of the *Literary Review*
- Annual picnics at Joaquin Miller Park
- Association with Joaquin Miller Park and Jack London State Historic Park
- Personal visits to 13 of our 19 branches

- Smooth, congenial meetings and a great slate of officers and committee chairs

**Committee Chair Appointments:**

President George made the following committee chair appointments:

Executive Committee Member-at-Large – Ray Malus, San Fernando Valley

Public Relations – Donna McCrohan-Rosenthal, East Sierra

By-laws, Policies and Procedures, and Standards – Dave LaRoche, South Bay

E-business Forum – Dave LaRoche, South Bay

*Literary Review* – Dave LaRoche, South Bay

Membership – Sharon Svitak, Tri-Valley

MRMS – Ray Malus, San Fernando Valley (reports to Membership Chair)

**Motion:** To create a new Publishing Pathways committee and appoint Judith Marshall of the Mt. Diablo branch as chair. Made by San Fernando Valley, seconded by East Sierra. Passed unanimously.

**ADJOURNMENT:** Meeting adjourned at 3:59 p.m.

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



**CENTRAL BOARD PROPOSED BUDGET**  
July 1, 2013 to June 30, 2014

	Budget	1st Q (Projected)	1st Q (Actual)	2nd Q (Projected)	2nd Q (Actual)	3rd Q (Projected)	3rd Q (Actual)	4th Q (Projected)	4th Q (Actual)	YTD (Actual)
<b>INCOME</b>										
Donations	0.00									0.00
Membership Dues & Fees (1,700)	34,000.00									0.00
Life membership	0.00									0.00
Fundraiser	100.00									0.00
Interest	0.00									0.00
Merchandise Donations	100.00									0.00
Literary Review (sales & ads)	500.00									0.00
Sales Tax Collected	200.00									0.00
Miscellaneous	100.00									0.00
<b>Total Income</b>	<b>\$35,000.00</b>									<b>\$0.00</b>

**EXPENSES**

	Budget	1st Q (Projected)	1st Q (Actual)	2nd Q (Projected)	2nd Q (Actual)	3rd Q (Projected)	3rd Q (Actual)	4th Q (Projected)	4th Q (Actual)	YTD (Actual)
<b>Administrative</b>										
Bank & Reg Fees	100.00									0.00
Office Expense	250.00									0.00
P.O. Box	320.00									0.00
Postage	100.00									0.00
Legal Fees	200.00									0.00
Taxes	200.00									0.00
Misc	100.00									0.00
Accounting	5,300.00									0.00
Insurance	4,000.00									0.00
Dues Refund	0.00									0.00
<b>Meetings</b>										
Annual Mtg/Awards	500.00									0.00
Lodging	3,000.00									0.00
Facility Rental/Meals	3,000.00									0.00
Travel	4,000.00									0.00
<b>Publications</b>										
Literary Review	5,600.00									0.00
LR Postage	2,000.00									0.00
<b>Publicity</b>										
Education/Outreach	1,200.00									0.00
Print, mail, advertise	200.00									0.00
Website	600.00									0.00
Signs at Mem. Grove	300.00									0.00
Writers Conferences	1,500.00									0.00
<b>Discretionary Fund</b>										
Non-Cal Group	300.00									0.00
Socal Group	2,000.00									0.00
<b>Total Expenses</b>	<b>\$36,770.00</b>									<b>\$0.00</b>
<b>Net (Income - Expenses)</b>	<b>-\$1,770.00</b>									<b>\$0.00</b>

as of 6/30/2013

CHECKING xxx6524 \$ 53,785.80 (adjusted bank balance)

CD xxx1140 \$18,127.08

CD xxx0786 \$5,353.03

**SCHOLARSHIP FUND:** \$2,466.97 (2008-2009)

\$5,300.44 (2009-2010)

\$6,520.32 (2010-2011)

\$5.88 (2011-2012)

\$2,061.96 (2012-2013)

AVAILABLE FUNDS

\$60,910.34

\$16,355.57

\$16,355.57 (scholarship fund)

**Friends of Joaquin Miller Park (FoJMP)**  
Report July 21, 2013 by Linda Brown

*What's Brand New*

1) **RSS feed** added to [www.fojmp.org](http://www.fojmp.org). It is picking up many positive news reports.

2) The City of Oakland hosted its **first Open House at the JMPark Ranger Station** that I've heard about on July 20, just before our picnic at the Fire Circle. Honoring National Parks & Recreation month, this event attracted over 50 people, which is respectable considering that the City did not get publicity going until the past seven-ten days. The City plans to make this Open House an annual event.

CWC member Nina Egert (see No. 2 below) represented the CWC at the Open House.

*Other News*

1) **The annual meeting** program on Saturday, May 11 featured Karen Paulsell, FoJMP board member from the Friends of Sausal Creek. She reported on the Sausal Creek Watershed Restoration Project and led a hike from the meeting site, the Horseshoe Picnic Area. Ken Benson of the Wildfire Prevention Assessment District asked for support for the District's renewal.

We did not attract many prospective or new members. Publicity is weak. Due to my surgery and my husband's, I was unable to do much this year.

2) **"The Legacy of "Poet of the Sierras" Joaquin Miller "Walking Tour** on Saturday, **July 6** attracted 35 people. This tour kicked-off the Oakland Heritage Association's (OHA) summer walking tour program. OHA's flyer can be found on <http://www.oaklandheritage.org/events.html>.

I led the tour beginning with an overview at the Ranger Station where three of CWC member Nina Egert's education panels are now on display near the CWC 2009 Centennial poster. Other CWC displays included the CWC brochure designed by Joyce Krieg for the San Francisco Writers Conference, books by CWC authors, flyers about our member's books, and clippings/history about the CWC, Miller, and the CWC's long leadership history with the Park.

We traversed the entire Woodminster area, where the walkers were briefed on the role of the CWC in leading the campaign to encourage the City to buy the lands upon Miller's death in 1913, the CWC's tree planting that began on October 15, 1930, and how that event grew into the Woodminster Committee.

Along the Cascades, we read excerpts from the area's dedication poem, Woodminster, by Harry Noyes Pratt, then a CWC-member and one of the originators of the idea to plant trees.

At Joaquin Miller's Abbey, the walkers saw the educational panel, *The Creation of a Park*, that mentions the California Writers Club, and the *A Haven for Artists* panel that features early CWC members or well-known writers gathering on the lands. At this spot, walkers learned that Miller wrote his poem *Columbus* in the Abbey and the CWC adopted the words "Sail On!" for our motto.

At the Fire Circle, we read excerpts from poems and songs by Derrick Lehmer, another CWC and Woodminster Committee leader.

The tour concluded with another 45- minute walk along the Monument Loop Trail.

3) While preparing for the Walking Tour, I found more **research resources at the Oakland History Room** in the Oakland Library that will be used for a planned mural in the Park's Community Center.



Watch for updates over the upcoming year. Meanwhile, learn more about Joaquin Miller and the Park in the 125 + books by or about Joaquin Miller at the Oakland Library. The list, found on [www.oaklandlibrary.org](http://www.oaklandlibrary.org), includes the contemporary song by CWC-BB member Kristen Caven

**4) A July 4 fire in the Park** destroyed the Siniwik Cabin, a former Girl Scout meeting place that the Friends had identified as a vandal-magnet and had been seeking funds or a volunteer construction company to demolish it. (The Cabin, unused for years and covered-with-graffiti- was built by the Kiwanis Club for you. Siniwik is "Kiwanis" spelled backwards."

News report on the file at

<http://sanfrancisco.cbslocal.com/2013/07/05/spread-of-oakland-hills-fires-slowed-thanks-to-grazing-goats/>

**5)** That same weekend, the Volunteers for Outdoor California, [www.v-o-cal.org](http://www.v-o-cal.org), returned to the Park for the second year in a row (and the third time) to help reroute the Sunset Trail. Volunteers camped at the Sequoia (Horse) Arena.

*Related Item for CWC-CB and FoJMP New Business (Updates in Bold)*

1) The City of Oakland and Chabot Space and Science Center, are applying for grants. Both have mentioned partnering with the CWC on educational, community outreach programs. **Chabot asked us to check back with in August. Very preliminary talks indicate that groups like Chabot are being challenged to incorporate literacy and writing into STEM (Science, Technology, Engineering, & Math) programs and make it STEAM, Science, Technology, Engineering, Art, & Math.**

2) Chabot Space & Science Center, which is in the Park and associated with the Smithsonian Institute, is planning to build a Chabot Camp on the site. The Friends of Sausal Creek, a FoJMP board member, is concerned that Chabot is not meeting its agreements to avoid building the camp on protected plants, the pallid manzanitas.

*Reminders*

1) The California Historical Society published Joaquin *Miller and the Social Circle at the Hights* in its current *California History* journal. Read online at:

[http://www.californiahistoricalsociety.org/publications/pdf/California\\_History\\_vol90\\_no1.pdf](http://www.californiahistoricalsociety.org/publications/pdf/California_History_vol90_no1.pdf)

Note 1) Current CWC members, George Rathmell (Redwood) and Nina Egert (Mt. Diablo) are referenced in the notes, numbers 29 and 56 respectively.

Note 2: The Mt. Shasta Sisson Museum, will host a third Joaquin Miller Symposium October 10-13, 2013. Might make a great CWC Lit Tour. Details on [www.mtshastamuseum.com](http://www.mtshastamuseum.com).