



**CALIFORNIA WRITERS CLUB**  
**Central Board Meeting Minutes – REVISED**  
**Sunday, January 31, 2016**  
**Airport Holiday Inn Express, Oakland, CA**

**CALL TO ORDER:** Meeting called to order at 8:30 a.m. by President David George, who welcomed those attending and reminded us of meeting etiquette and protocol.

**ROLL CALL:**

Berkeley – Linda Brown  
Central Coast – Joyce Krieg  
Coastal Dunes – Catherine Kitcho  
East Sierra – Donna McCrohan-Rosenthal  
High Desert – Robert Isbill  
Inland Empire – Robert Louis Covington  
Fremont – Evelyn LaTorre  
Long Beach – Allene Symons  
Marin – John Byrne Barry  
Mt. Diablo – Elisabeth Tuck  
Napa Valley – Sue Kesler  
North State – Absent, no proxy assigned  
Orange County – Jeanette Fratto  
Redwood – Sandy Baker  
Sacramento – Margie Yee Webb  
San Fernando Valley – Mary Freeman  
SF/Peninsula – Carole Bumpus  
South Bay – Patrick McQueen  
Tri-Valley – Sharon Svitak  
Writers of Kern – Dan McGuire  
Writers of the Mendocino Coast – Molly Dwyer

Guests: Leslie Patiño (Central Coast), Kymberlie Ingalls (Berkeley), Jenni Everidge (South Bay), Bob Garfinkle (Fremont and CWC Immediate Past President), Andrea Polk (San Fernando Branch)

**STANDING COMMITTEE REPORTS:**

**SECRETARY’S REPORT (McCrohan-Rosenthal):** Draft minutes of July 26, 2015 Central Board meeting, and final minutes of the first and second quarter club year 2015-16 E-business motions and votes were presented.

Draft minutes recorded that the July 2015 Document Retention and Storage Report had stated, “Committee Chair Malus (San Fernando Valley) presented a report of the Document Storage and Distribution Committee, Attachment D. East Sierra questioned the statement therein that ‘With the new requirement that all *electronic*

*documents be printed and retained as hard-copy*, this is not the case. This requirement can grow enormously.’ Malus responded that *all electronic be printed and retained as hard-copy* was no longer referenced in the Amended Document. At this writing, the Amended document has not been made available and cannot be attached, hence the statement in the attached document D should be considered to be stricken.” East Sierra had questioned the statement on the grounds that it was not true.

**Motion:** San Fernando Valley moved; Marin seconded, “Strike ‘...hence the statement in the attached document D should be considered to be stricken.’”

**Vote:** 18 aye, 1 nay, 1 abstain. Carried. [Editorial note: Document Retention and Storage Chair subsequently supplied a revised Document D acknowledging that there is no requirement to store all documents in hard-copy format. That report will now replace the earlier report in the permanent record.]

**E-Business:** Tri-Valley moved; Orange County seconded, acceptance of E-business motions. Carried unanimously. (Having been discussed and voted on the Forum, the votes themselves did not require further discussion or voting.)

#### **FINANCE/MEMBERSHIP REPORTS (Svitak):**

**Revised 2015-2016 Budget** attached as Document A. Treasurer/Membership Chair Svitak called attention to revenue received from advertising in electronic Bulletin (\$681.04) and Literary Review (\$1384.23), and dues to date for the fiscal year (\$38,714).

Svitak distributed a list for reps to complete if they stayed at the hotel: indicate name, room number, if rep parked in the lot, and in general what the CWC will be paying for.

**Membership and MRMS System Report** attached as Document B.

Svitak reported total CWC membership of 1,877 members (figure correct as of January 29, 10:15 p.m.)

Krieg (Central Coast) asked if branches should pay membership dues immediately upon receipt of same at branch level. Svitak responded that quarterly would suffice.

Regarding Hypermart (an MRMS messaging function), a check box on each member page allows members to direct “do not contact member.”

#### **EXECUTIVE (George):**

President David George appointed Bob Isbill (High Desert) as CWC Advertising & Promotion Director.

Isbill will serve as contact person for soliciting advertising. He provided reps with sets of business cards enumerating benefits and procedures for advertising in the Bulletin and Literary Review, asked that we tell branch speakers about advertising opportunities, and feels that we should distribute magazines to organizations outside our membership, e.g. veterans homes.

#### **PUBLIC RELATIONS AND WEBSITE (McCrohan-Rosenthal):**

**PUBLIC RELATIONS REPORT** attached as Document C. McCrohan-Rosenthal pointed out addition of PayPal buttons to the CWC website for Donate and ad payment. State-level news such as awards and conference sponsorships are updated on an ongoing basis. She reminded reps to avoid referring to Jack London as a founder or cofounder of the CWC on the websites and other public statements, citing that although the CWC clearly grew out of informal gatherings of London and friends, there is no evidence that he founded or cofounded the club and a body of evidence that he did not.

**WEBSITE REPORT**, which came in late, will be forwarded by President David George to CB reps. Webmaster John Byrne Barry has revised the Awards page and has updated Simple Machines.

**BYLAWS, POLICIES AND PROCEDURES, AND STANDARDS (McQueen)**

McQueen reported that not much has happened because Forum votes that would have changed Policies & Procedures did not pass.

**[Break]**

**NEW BRANCH DEVELOPMENT (Webb)** attached as Document D.

Chair Webb said that a Stockton branch (San Joaquin Valley Writers) is in development, and requested CB reps to share their facebook information with their own members who may know potential new members for that branch. Webb has visited and made a presentation.

**LITERARY REVIEW (Tuck for Editor David LaRoche).** See also attached Document E.

Tuck informed us that 141 members submitted 222 pieces for the most recent Literary Review. Many did not follow posted guidelines. We had more submissions than last time, suggesting that the \$10 submission fee did not deter them.

Comment from the floor: Submitters have said they would like to know if they're in the magazine before it reaches their mailboxes.

**THE BULLETIN (Isbill for Editor Rusty LaGrange)** attached as Document F.

Pursuant to the recent Forum vote, it will now come out in Flip-Book format. We will still be able to receive PDFs that we can save to our individual computers.

We discussed but reached no conclusions on culling statistics for what members open and read.

We took a "straw vote" on whether the CWC should explore mass-distribution services such as Constant Contact or continue to distribute through individual branches. Result: explore mass-distribution, 11; leave it to branches to distribute, 7; abstain, 2.

**Regional reports: NorCal Chair (Bumpus)**

NorCal will henceforth be known as CWC NorCal Group.

NorCal will take the lead and represent the CWC at the San Francisco Writers Conference (February 11-14, 2016) and the Bay Area Book Festival (June 4-5, 2016). They will promote the entire CWC at both, and would like a supply of our branch pamphlets to put out. Participating members may display but not sell their books at SFWC and may sell their books at BABF (for which, CWC Treasurer Svitak cautioned sellers to have their sales permits from the California Board of Equalization on hand).

They are working on their next leadership conference and sponsorship of 2016 Bay Area Book Festival.

**CWC South Chair (McCrohan-Rosenthal)** attached as Document G.

CWC South will take the lead/represent the CWC at the Riverside Dickens Festival Sat/Sun Feb. 27/28. Southern branches are asked to bring flyers to the CWC South meeting in Pasadena Sunday Feb. 7 for distribution at the Dickens Festival.

With unexpended funds from the 2015-16 regional allocation, CWC South hopes to offer mini-grants to southern branches (an initiative that has worked very successfully in the past).

The new Coastal Dunes branch had a table at the Central Coast Writers Conference in September in San Luis Obispo, represented CWC; plans to take a more active role this year.

**[Lunch Break]**

**OLD BUSINESS:**

**ONLINE MEETINGS (GoToMeeting) REPORT (Isbill)** attached as Document H.

**Motion:** Moved by High Desert; seconded by Napa Valley, “that the CWC purchase a year’s subscription (at a cost not to exceed \$250/year) to GoToMeeting.com and assign a CWC Coordinator/Scheduler for its implementation.

**Discussion:** Several reps spoke positively about their trial experiences with informal CB discussions on GoToMeeting. Some noted that it seems like a valuable tool for exchanging ideas, but only if it remains optional and is not used for formal CB business (which would constitute an additional requirement for reps to make themselves available at specific times and dates).

**Vote:** 16 aye, 0 nay, 4 abstain.

**SCHOLARSHIP UPDATE (McCrohan-Rosenthal)** attached as Document I:

A motion to revise the policy currently in Policies and Procedures was made on the forum and defeated (see E-business, above).

The scholarship committee consists of McCrohan-Rosenthal (Chair), Sue Kesler (Napa Valley), Jeanette Fratto (Orange County), and Sharon Svitak (Tri-Valley). Mary Freeman and Andrea Polk (both of San Fernando Valley) were invited to join the committee, and accepted.

**SPONSORSHIPS AND ENDORSEMENTS REPORT (McCrohan-Rosenthal)** attached as Document J:

**Motion:** East Sierra moved; Mendocino seconded, that a “Sponsorships” section be added to Policies & Procedures, to read: “(a) From time to time an organization such as the San Francisco Writers Conference will invite the CWC to sponsor a writers conference, festival, or similar event. Typically, they offer us a free booth and promotion in their literature and we, in exchange, promote them to our members (such as with a link on our website calwriters.org, blurb on our website, email to branches) and make a sponsorship donation; (b) The CWC Central Board may engage in such sponsorship with a majority vote of the Central Board or, when time does not permit, by approval of the Executive Committee; (c) A disclaimer will not be required.

**Vote:** Unanimous, no abstentions.

**Motion:** East Sierra moved to add endorsement language but withdrew the motion for lack of a second.

**NEW BUSINESS:**

**CONVICTED FELONS AS CLUB OFFICERS (Fratto)** attached as Document K:

Reps discussed the matter but did not bring it to a vote.

**Action:** Following discussion, President David George directed the question to the Finance Committee with an emphasis on the practicality and advisability of bonding. When the committee reaches its conclusions, they will put their recommendations on the Forum.

**JACK LONDON CENTENNIAL (Brown):**

Brown (Berkeley), who represents the CWC on Jack London Legacy Celebration 2016 (<http://jacklondon.ouoakland.net>) would like us to optimize the opportunity by posting information about London on our branch websites and talking about writers who share his passions and his influence on the Bay Area. If other branches have events related to London, inform Brown and she will have these posted on her branch website.

**MOTION TO AMEND CLUB OFFICER TERMS (Svitak):**

**Motion:** Tri-Valley moved; East Sierra seconded, “Official term of service for Central Board Elected Officials: Effective January 31, 2016, the official term of service for Central Board Elected Officers: President, Vice President, Secretary, and Treasurer, will be changed from July 1 of one calendar year to June 30 of the next calendar year henceforth to be August first of one calendar year to July 31 of the next calendar year. // Discussion: Since the California Writers Club is a corporation requiring elected officers to conduct its business and since the election of officers doesn’t occur until the Central Board meeting takes place at the end of July, technically the corporation is operating without a currently elected executive committee during the month of July. // While it is true that under Robert’s Rules, an officer serves until a replacement is elected or the officer resigns, the corporation would be better served to have currently elected officers in place rather than having a term of office begin a month before the officer assumes responsibility for a position.”

**Vote:** 19 aye, 0 nay, 1 abstain.

**ADVERTISING IN THE LITERARY REVIEW AND BULLETIN (Isbill):**

Isbill would appreciate our promoting these. He also emphasized that the Literary Review advertising rates are inaugural rates and not guaranteed to remain this low.

**NOMINATIONS FOR 2016-17 CLUB OFFICERS (Fratto):**

Committee Chair Fratto will first poll 2015-16 executive officers to determine whether they want to run for 2016-17 offices. When she determines which slots remain, she will email reps/branches.

**CWC PRESIDENTIAL APPOINTMENTS (George):**

**Advertising/Promotion Director:** Bob Isbill (High Desert)

**GoToMeeting Scheduler:** Bob Isbill (High Desert)

**Document Retention and Storage:** TBD (CB requested that President David George ask Ray Malus.)

**Annual Picnic Chair:** President David George asked for a volunteer to chair our annual picnic in Joaquin Miller Park. The chair does not have to be a CB rep. All were asked to put the request to their branch members, but George particularly extended his request to Brown (Berkeley), LaTorre (Fremont), and Svitak (Tri-Valley) to look for volunteers from their branches. Further, CWC NorCal Group Chair Bumpus will bring the question to their meeting next week.

**NEXT MEETING NOTICE AND FINAL THOUGHTS (George):**

President David George has just acquired several boxes of old Bulletins and paperwork from CWC Immediate Past President Bob Garfinkle.

**Next Meeting: Sunday, July 24, 2016 – Airport Holiday Inn Express, Oakland, CA.**

**ADJOURNMENT:** Meeting adjourned at 3:11 p.m.

Respectfully submitted,  
Donna McCrohan-Rosenthal  
Secretary, California Writers Club Central Board