

**CALIFORNIA WRITERS CLUB  
CENTRAL BOARD MEETING MINUTES  
JANUARY 29, 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 – Bob Isbill (for Carol Warren)  
Inland Empire – Duncan Dieterly  
Fremont – Nancy Curteman  
Long Beach – Allene Symons  
Marin – Barbara Truax (joined meeting in progress)  
Mt. Diablo – Judith Marshall  
Orange County – Carol Celeste  
Redwood – Abby Bogomolny (joined meeting in progress)  
Sacramento – Marsha Robinson  
San Fernando Valley – Ray Malus (for Yolanda Fintor)  
SF/Peninsula – L.J. Anderson  
South Bay – Dave LaRoche  
Tri Valley – Sharon Svitak  
Writers of Kern – Sandy Moffett  
Writers of the Mendocino Coast – Doug Fortier

Also Present: Donna McCrohan-Rosenthal, member of East Sierra and Publicity Chair for the Central Board, and Vernon Dolphin, member of Berkeley.

**PRESIDENT’S REPORT (GARFINKLE):**

**New Branch:** Charter certificate was presented by President Garfinkle to Doug Fortier, representing the Writers of the Mendocino Coast, on becoming the 18<sup>th</sup> branch of California Writers Club.

**Motion:** In accordance with Article 14 – CWC Logo – that Writers of Mendocino be allowed to use the CWC logo as described in the referenced article. Made by East Sierra, seconded by San Fernando Valley. Passed unanimously.

**California Writers Coalition:** The legal issues surrounding the California Writers Coalition/Scott Sonders have been settled. Pauline Williams of San Fernando Valley was very helpful. Garfinkle has recovered San Fernando Valley’s property: AV equipment, club archives, and the checkbook. Ray Malus thanked the Central Board for its support.

**SECRETARY’S REPORT (KRIEG):** Approval of July 31, 2011, meeting minutes and minutes of e-business conducted between January and July of 2011, were tabled due to

incomplete documents supplied by former Secretary. **Action:** Krieg and Garfinkle were directed to obtain a complete set of minutes from former Secretary and to place them on The Forum for electronic approval.

Secretary Krieg distributed Central Board roster. Two errors noted: Linda Brown's telephone number and Marsha Robinson's email address.

**TREASURER'S REPORT:** The CWC checking account contains \$59,993.42, adjusted as of January 2, 2012. Major causes for concern when comparing the 2011-2012 budget to actual spending as of 12/31/2011:

Legal expenses: Budgeted \$10,000, actually spent \$15,742.34.

Central Board meeting lodging: Budgeted \$1,900 for the year, already spent \$1,442.10 just on the July 31, 2011, meeting.

Central Board meeting facility rental and meals: Budgeted \$2,000 for the year, already spent \$1,329.57 just on the July 31, 2011, meeting.

Literary magazine: Budgeted \$3,900, projected to come in at \$5,500. According to Editor Dave LaRoche, the cost increase is due to the club having more members than anticipated, and because of publishing a 36-page magazine instead of the 24 pages budgeted.

**Motion:** To remove David Cunningham and Barbara Truax as signers to the bank accounts. Moved by South Bay, seconded by San Fernando Valley. Passed unanimously.

**Motion:** To pay the printing bill of \$5,742.34 for the Literary Review. Made by South Bay, seconded by High Desert. Passed unanimously.

**Motion:** To increase the budget from \$3,900 to \$5,500 for the Literary Review for fiscal 2011-2012. Made by South Bay, seconded by Inland Empire. Ayes: Berkeley, Sacramento, SF/Peninsula, Redwood, South Bay, Mount Diablo, Marin, Fremont, Mendocino, San Fernando Valley, High Desert, Kern, East Sierra, Inland Empire, Long Beach. Abstentions: Central Coast, Orange, Tri-Valley. Motion passed.

**Motion:** To accept \$35.50 remitted by Pauline Williams (San Fernando Valley) from the leftover California Writers Coalition funds and to donate the money to Friends of Joaquin Miller Park. Made by San Fernando Valley, seconded by Sacramento. Passed unanimously. Noted that Pauline Williams has already received a thank-you note.

## **STANDING COMMITTEE REPORTS**

### **Executive:**

**E-business:** President Garfinkle reported that none had been conducted since the last in-person Central Board meeting on July 31, 2011.

**California Department of Justice and Registry of Charitable Trusts:** Treasurer Svitak reported no update on this issue. California Writers Club currently has two IRS accounts.

Treasurer Svitak suggested using just one EIN number. She will file for the branches for 2011.

**Action:** Sharon Svitak and Casey Wilson directed to go to Sacramento to straighten this out.

**California Writers Coalition Issues:** Previously dealt with.

### **Finance:**

**Treasurer's Handbook:** Secretary Krieg requested that the Treasurer's Handbook be revised to reflect 21<sup>st</sup> century technological advances such as electronic banking and debit cards.

**Motion:** To direct the Treasurer to revise the branch Treasurer's Handbook, and that it be brought back for approval of the board, if necessary. Made by Mount Diablo, seconded by East Sierra. Passed unanimously.

Svitak requested that branch treasurers give her input as to revisions they would like to see made. As to the issue of branches having their own credit or debit cards, Svitak said it is up to the individual branches to make that decision. The branch treasurer is responsible for the fiscal well-being of the branch. Care should be taken as to the control of those cards.

Noted by several in the room that Sharon Svitak is doing an outstanding job as Treasurer.

### **Membership:**

Membership Chair Moffett reported membership standing at 1,494, a new record high. She reminded the board that membership renewals should be sent in after July 1 of each year, not before.

**Member Record Management System (MRMS):** Membership Chair Moffett noted several ongoing problems with the current system: branches are not keeping her updated as to changes to the branch rosters, renewal dues are not turned in on a timely basis, and incorrect forms are being used. To address at least some of these problems, Ray Malus presented information on web-based software that he developed and is offering to CWC at no charge.

**Action:** The item is to be put on The Forum for further discussion. All Central Board representatives were directed to have their membership chairs get in touch with Ray to learn more about the software. The presentation by Ray Malus is to be entered into the record with the minutes.

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

Committee Chair Dave LaRoche reported that a proofreader is going through the Policies and Procedures document to make editorial changes. A mark-up will be presented for the board's approval either on The Forum or at the next face-to-face board meeting.

**BREAK:** Meeting recessed for lunch at 11:45 a.m. and resumed at 1:00 p.m.

### **New Branch Development:**

President Garfinkle reported that inquiries have been made by parties interested in forming branches in Fresno, Napa, Santa Barbara, Tracy and Visalia.

### **Public Relations:**

Committee Chair Donna McCrohan-Rosenthal reported the following:

- Monthly column is being sent to branch newsletters
- Press release was sent to Mendocino-area media announcing formation of new branch
- Outreach made to NCIBA and other conferences
- Mini-grants: a possibility, depending on the budget
- Book Baby: died for lack of interest
- Articles of Incorporation: Were posted on calwriters.org without authorization of the PR Chair. An amendment is missing, and without it, the Articles call for CWC to be dissolved in 50 years.

- California Writers Coalition settlement: decision was made not to issue a press release
- Importance of nurturing local relationships at the branch level
- Branch anthologies: when putting these together, please consider including a page promoting California Writers Club
- McCrohan-Rosenthal announced she will serve as Publicity Chair until the end of the fiscal year but will not accept reappointment.

### **Web Site:**

Report presented by Donna McCrohan-Rosenthal in the absence of Webmaster Richard Scott. Calwriters.org is getting an average of 38 visits per day. Most visitors look at two pages. McCrohan-Rosenthal reminded the board that items for the web site should be submitted through her, not directly to Scott. Material needs to be well-edited and complete. Branch events will not be publicized on the state web site, but instead should be promoted on the branch web site. There is a possibility of promoting members' book releases on the CWC web site, possibly even offering a venue for book sales. After the initial set-up, the overall upkeep would involve minimal time and effort.

**Motion:** To post a message to go to the web site for published members, to extend the discussion on The Forum, and to consider a larger and consolidated listing by genre and sub-genre. Made by Berkeley, seconded by Central Coast. Motion withdrawn by the maker.

**Action:** Scott and McCrohan-Rosenthal directed to make a concrete proposal either on The Forum or at the next in-person board meeting concerning member book-sales on the web site.

### **OLD BUSINESS**

**Status of IRS Issues:** President Garfinkle reported CWC is still not in IRS Publication 78, despite his best efforts working through Rep. Pete Stark. CWC is on the add-on list. **Action:** President Garfinkle to follow-up with Stark and/or the IRS.

**Status of Literary Review:** Committee Chair/Editor Dave LaRoche presented a galley proof of the inaugural issue, which will be sent to every member in early February. The magazine received 126 submissions, with 16 selected for publication by six acquisition editors. Considerable discussion over a variety of issues surrounding the publication: cost higher than budgeted, fate of former co-editor Joyce Krieg, submission deadline for next issue, method of delivery (whether it should be mailed to each member or copies drop-shipped to each branch), and distribution of extra copies.

**Action:** LaRoche to change the submission deadline for the next issue from February 15 to April 15.

**Action:** LaRoche to add Krieg's name to the masthead.

**Action:** PR Chair Donna McCrohan-Rosenthal to mount publicity campaign for the Literary Review.

**Motion:** That we print extra copies of the CWC Review which will be offered for sale to all CWC members. Made by Redwood, seconded by South Bay.

**Motion Amended:** Strike “sale to all CWC members” and add “use by the branches at their discretion.” Made by Writers of Kern, seconded by Sacramento. Passed unanimously.

**Motion Amended:** Added, “If and when demand is determined,” at beginning of motion. Made by San Fernando Valley, seconded by Writers of Kern. Amendment passed unanimously.

**Motion Amended:** Added a second sentence: “The branches will request the number of extra copies they need and will pay for them based on costs provided by Editor Dave LaRoche.” Made by Central Coast, seconded by Mount Diablo. Ayes: Berkeley, Sacramento, SF/Peninsula, Redwood, South Bay, Mount Diablo, Marin, Fremont, Mendocino, San Fernando Valley, High Desert, Kern, Inland Empire, Long Beach, Central Coast, Orange, Tri-Valley. Abstention: East Sierra. Amendment passed.

**Final Motion:** If and when demand is determined, Redwood moves that we print extra copies of the CWC Review which will be offered for use by the branches at their discretion. The branches will request the number of extra copies they need and will pay for them, based on costs provided by Editor Dave LaRoche. Ayes: Sacramento, SF/Peninsula, Redwood, Mount Diablo, Marin, Fremont, Mendocino, San Fernando Valley, High Desert, Kern, East Sierra, Inland Empire, Long Beach, Central Coast, Tri-Valley. Nays: South Bay, Orange, Berkeley. Motion passed.

**Action:** Editor LaRoche was directed to find out how much it will cost to print extra copies of the Literary Review and will convey the information to the Central Board members.

**Action:** Editor LaRoche was directed to make a PDF of the Literary Review and send it to all Central Board representatives.

**Status of Jack London State Park:** Secretary Krieg reported that it appears the park will stay open despite the state budget cuts. The Valley of the Moon Natural History Association – to which CWC made a \$100 donation at the July 31, 2011, Central Board meeting – is poised to take over operation of the park, at least on a limited basis, should legislation pass permitting nonprofit entities to take over operation of state parks.

## **NEW BUSINESS**

**Joaquin Miller Park:** Linda Brown, CWC’s representative to Friends of Joaquin Miller Park, reported eight educational panels have been installed. Signs at Writers Memorial Grove are in the works, as are directional signs and a map to the trees planted by CWC to honor individual authors. Linda Brown is working with the City of Oakland to improve ADA accessibility to the Fire Circle, site of CWC’s annual picnic.

**CWC Incorporation Centennial:** Little interest expressed in celebrating the 2013 centennial of CWC’s incorporation. Abby Lynn Bogomolny said she would be willing to work on this and on California Writers Week.

**Appointments:** President Garfinkle appointed Barbara Truax to chair the Nomination Committee and Dave LaRoche to continue as chair of the Bylaws, Policies and Procedures, and Standards committee.

**ADJOURNMENT:** Moved by San Fernando Valley, seconded by Tri-Valley. Passed unanimously. Meeting adjourned at 4:29 p.m.

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