



**CALIFORNIA WRITERS CLUB
CENTRAL BOARD MEETING MINUTES
JANUARY 27, 2013
HOLIDAY INN EXPRESS, OAKLAND, CALIF.**

CALL TO ORDER: Meeting called to order at 8:32 a.m. by President Bob Garfinkle

ROLL CALL:

Berkeley – Linda Brown
Central Coast – Joyce Krieg
East Sierra – Donna McCrohan-Rosenthal
High Desert – Robert Isbill (missed most of meeting due to medical emergency,
appointed Ray Malus as proxy)
Inland Empire – Absent, no proxy
Fremont – Nancy Curteman
Long Beach – Allene Symons
Marin – Kasey Arnold-Ince (arrived at 10:50 a.m., left at 3:30 p.m.)
Mt. Diablo – Judith Marshall
Orange County – Catherine Kitcho
Redwood – Elaine Webster
Sacramento – Margie Yee Webb
San Fernando Valley – Ray Malus
SF/Peninsula – L.J. Anderson
South Bay – Absent, no proxy
Tri Valley – Sharon Svitak
Writers of Kern – Sandy Moffett
Writers of the Mendocino Coast – Doug Fortier

Also Present:

Tanya Grove – President of Berkeley
Lenore Hirsch – President of proposed Napa Valley branch
Deborah Grove – Napa Valley
Vicki Baird – Napa Valley

NEW BRANCH CHARTER: Moved by Redwood, seconded by San Fernando Valley, to grant a charter to Napa Valley Writers as the 19th branch of California Writers Club. Passed unanimously. Lenore Hirsch then joined the meeting as a voting member of the Central Board.

SECRETARY'S REPORT (KRIEG): Draft minutes of July 22, 2012, Central Board meeting, were presented. The following corrections were submitted:

East Sierra: Change Donna McCrohan-Rosenthal's title from "Publicity Chair for the Central Board" to "CWC Publicity Chair."

San Fernando Valley: Under the Old Business discussion on the MRMS membership software, add an action item for a thank-you letter to be sent to the San Fernando Valley branch for hosting the MRMS on their server at no cost to CWC.

Motion: To approve corrected minutes of the July 22, 2012, Central Board meeting. Made by Tri-Valley, seconded by San Fernando Valley. Passed unanimously. Secretary Krieg distributed the Central Board roster and requested corrections.

TREASURER'S REPORT (SVITAK): We are in good shape financially with \$54,304.55 in the checking account. Combined with investments, CWC's total worth is \$81,779.06. Of that, \$14,293.61 is in the scholarship fund.

STANDING COMMITTEE REPORTS

Executive:

E-business: Secretary Krieg reported that no e-business had been conducted on the Central Board Forum since the July 22, 2012 meeting.

California Department of Justice and Registry of Charitable Trusts: President Garfinkle reported we are still listed as being delinquent with the Franchise Tax Board. Treasurer Svitak has a cancelled check proving we are in good standing. Garfinkle will send a letter with the hopes of a swift resolution to this ongoing problem.

Finance:

Highlights presented by Treasurer Svitak:

- Writers Conferences budget line – spent \$250 for a table in the vendor room at the San Francisco Writers Conference.
- The SoCal and NorCal regional associations are drawing on their funds.
- Our tax preparer, Steve McElroy, is not raising his rates this year.
- Please congratulate the branch treasurers for turning in the quarterly reports on time.
- The Post Office box in Berkeley has been renewed for another year.

Membership:

Membership Chair Sandy Moffett reported 1,634 members with the chartering of the new Napa Valley branch. The new MRMS membership database software is working well and is most appreciated. A few branches have fallen below the 50% Active/Associate ratio required by the PnP and could face being suspended by the Central Board.

Bylaws, Policies and Procedures, and Standards:

President Garfinkle presented a written report by Bylaws, Policies and Procedures, and Standards Chair Dave LaRoche moving to amend the PnP to clear up confusion as to the membership dues and enrollment fees. Because LaRoche was not present and did not appoint a proxy, the motion was tabled.

Secretary Krieg presented two motions to revise the Secretary's duties in the PnP:

Motion: Move to Amend Article 5 – Conducting Business on the Internet, Section B – Procedure, Paragraph 12. Strike the sentence, “These minutes, in quarterly installments, shall be emailed to branch presidents as an insight into their representation.”

Add in its place, “These minutes, following approval by the Central Board, shall be placed on the CWC web site.”

Made by Central Coast, seconded by East Sierra. Passed unanimously.

Motion: Move to Amend Article 8 – Officers of the Central Board, Section B – Duties of Officers, Paragraph 3 – Secretary, Subsection B. Strike entire subsection. Now reads, “Maintain roster of all branch boards of directors. This roster shall indicate duties of the directors, if any. The secretary shall distribute updated lists to the Executive Committee when notified of changes at a branch.”

Add in its place: “Maintain information as to branch officers, meeting venue, and other like data to meet the needs of the club’s insurance provider, and to fulfill reporting requirements of the California Secretary of State and Federal Internal Revenue Service, not to include filing tax returns. Produce such information as needed to meet filing deadlines.”

Made by Central Coast, seconded by Tri-Valley. Passed unanimously.

New Branch Development:

Vice President Webb reported nothing has developed over the possible new branch in Ventura.

President Garfinkle reported interest in forming branches in Fresno, San Diego, and possibly even Pismo Beach, but nothing further has developed.

Secretary Krieg brought up the issue of what to do about a branch that decides to break off from CWC, especially when it comes to the branch treasury and other tangible assets. Currently, the CWC governing documents do not address this issue. Krieg distributed copies of a presentation made to Central Coast as to how the members’ dues money is spent, which she used to successfully head off a scheme for Central Coast to “de-charter” from the state organization.

Motion: To post the “where your money goes” document on the CWC web site. Made by Mt. Diablo, seconded by Redwood. Passed unanimously.

Literary Review:

President Garfinkle reported for Editor LaRoche that the 2013 issue is almost ready for proofing and will be printed and mailed in mid-February. Lengthy discussion over typos, grammatical errors, etc., in the previous issue, authors getting a timely response as to whether their submission has been accepted, and ordering of extra copies by the branches.

Action: Malus to provide names/addresses of the new Napa Valley members so they can be added to the mailing list.

Action: LaRoche to be contacted to determine (1) cost of additional copies and (2) method for branches to order extra copies.

Motion: To place a discussion on the CWC Forum to establish a formal procedure for handling branch requests for additional copies of the *Literary Review*. Made by Long Beach, seconded by Orange County. Passed unanimously.

Scholarship:

President Garfinkle reported \$14,200 in the account. Without a committee chair, there is nothing further to report.

MRMS Membership Software:

Highlights presented by System Administrator Malus:

- All of us are encouraged to explore the features and give feedback.
- Make use of Peer Lists and make it available to members for things like organizing carpools by zip code.
- Use Peer Lists for inter-branch cross-fertilization, such as sharing of speaker recommendations by Program Chairs.
- Will be sending instructions and passwords to all branch boards on how to sign on.
- Everyone is doing a great job getting acclimated to MRMS. The next six months will be heavy on the education phase.
- Need greater participation by branch System Administrators.
- Will begin education/orientation process for the Napa Valley branch.
- A reminder that CWC needs to provide a back-up System Administrator.

Action: Malus to provide a job description for the back-up System Administrator to the Central Board Executive Committee.

REGIONAL GROUP REPORTS

CWC South:

Chair McCrohan-Rosenthal reported the group will be meeting in two weeks in Pasadena. CWC South will participate in the *Los Angeles Times* Festival of Books by placing an advertisement in the program. She raised concern as to whether the \$2,000 annual stipend will continue in future years, and was assured that it will be.

NorCal:

Chair Krieg reported the group will be sponsoring a vendor table at the San Francisco Writers Conference Feb. 15-17 and shared a brochure promoting the club that CWC-NorCal will distribute at the event. Elaine Webster gave an update on the Publishing Pathways program, with immediate plans to contact the branches to determine the type of content they would like to see on a Publishing Pathways web site.

BREAK:

Meeting recessed for lunch at 11:50 a.m. and reconvened at approximately 1:30 p.m. Luncheon included presentation by Michael Santos, author of *Inside: Life Behind Bars in America* and other works on the U.S. prison system.

OTHER REPORTS

Webmaster:

No report, due to the absence of Webmaster Richard Scott.

Motion: “In an effort to secure a more responsive webmaster, I move that (a) we allow the existing contract with Rik Scott to expire and not be renewed, and (b) we find a webmaster who will be responsive to the needs of CWC and its members.”

Made by Tri-Valley, seconded by Mt. Diablo.

Amended to add that President Garfinkle is to “counsel Rik before taking this action and if the issues are resolved, the preceding is null and void.”

Made by San Fernando Valley, seconded by Writers of Kern. Amendment passed with 15 Aye and 2 Nay.

Amended motion passed with 11 Aye, 3 Nay and 1 Abstention.

Jack London State Historic Park:

President Garfinkle shared a thank-you letter received from the Valley of the Moon Natural History Association for our \$100 donation.

Friends of Joaquin Miller Park:

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

- Attended planning retreat.
- The ranger station is being cleaned up.
- Continuing to work on improving signage on kiosks with information about Joaquin Miller and CWC.
- It looks like the Fire Circle won't be renamed in honor of CWC because the Boy Scouts also claim naming rights.
- The California Historical Society recently published a lengthy article about Joaquin Miller and mentioned CWC.
- The City of Oakland and Chabot Space and Science Center are applying for grants and have mentioned partnering with CWC.
- The Mt. Shasta Sisson Museum is hosting a Joaquin Miller symposium in October.

President Garfinkle reported the CWC annual picnic at Joaquin Miller Park will be on Saturday, July 20. Highlights include a literary cake decorating contest.

Action: Linda Brown to continue working with the city of Oakland as to ADA accessibility to the Fire Circle, and to ask the Circle K members to help.

Action: All of us to start spreading the word about the picnic at the branch level.

Publicity Committee

Highlights of presentation by Chair McCrohan-Rosenthal:

- A reminder that all requests for material to go on the CWC web site need to be submitted by way of the Publicity Chair.
- The Publicity Chair is a non-voting member of the Executive Committee.
- Monthly column is being sent to the branch newsletter editors.
- Will be sending a press release template to the branches to promote their Jack London Award honorees.
- NorCal Group has collected a large number of promotional "blurbs" from our members for use in the San Francisco Writers Conference brochure that could also be used on the web site and in other promotional efforts.
- Continuing to do research at the Bancroft Library to determine whether Jack London actually had any connection to CWC. In the meantime, she urged us to use caution in claiming that Jack London is the founder of CWC on our branch web sites and other promotional material.
- Welcome to the Napa Valley branch. The Ambrose Bierce B'n'B in St. Helena may be a nice place for a member event.

Jack London Awards Committee

Chair Curteman reported that initial notices have gone out to the branch presidents, with copies to the Central Board representatives. The awards will be presented at the July 21 Central Board meeting. The Central Board pays for the plaque and the lunch. All other expenses are the responsibility of the recipient or the branch.

Information Packet for Incoming Central Board Representatives:

Committee consisting of Margie Yee Webb, Linda Brown, Allene Symons and Joyce Krieg distributed list of recommended items to be included in an orientation packet for new Central Board representatives.

Motion: To authorize the ad hoc committee to continue on the path presented at the Jan. 27, 2013, Central Board meeting, and to place the New Central Board Member Orientation materials on an appropriate location on www.calwriters.org. Made by Central Coast, seconded by Writers of Kern. Passed unanimously.

OLD BUSINESS

Reviving *The Bulletin*:

Lengthy discussion, including written presentation by former *Bulletin* Editor Joyce Krieg. The last formal edition of *The Bulletin* that was printed and mailed to every member was issued in October of 2009 as CWC's Centennial Edition. General consensus seemed to favor bringing back to the quarterly newsletter, but there was no agreement as to whether it should be in printed, mailed format, or issued electronically.

Action: Issue to be discussed in greater depth on the CWC Forum.

NEW BUSINESS

Establish Branch Bylaws Review Committee:

Agenda item originally planned to discuss uniformity in branch bylaws was instead devoted to a discussion of revising the CWC Policies and Procedures. Ray Malus spoke of the need to clarify and provide greater consistency to the current document, and said he had the support of the current Bylaws, Policies and Procedures and Standards Chair Dave LaRoche in pursuing this. Others spoke to the fact that the PnPs had recently undergone a lengthy revision.

Motion: That the existing Policies and Procedures Committee be asked to:

1. Review all California Writers Club Policies and Procedures (PnPs) to assure clearness of intent, efficacy in the accomplishing of this intent, accuracy, ease of understand, and agreement with existing real procedures.
2. Evaluate and, if necessary, delineate requirements for branch governance documentation, and reporting.
3. Present a finished copy of these PnPs – including Table of Contents and Index – for ratification by the delegates at the July General Meeting, or report progress and status at the time of that meeting.

Made by San Fernando Valley, seconded by Berkeley. Motion failed: 5 Ayes, 8 Nays, 2 Abstentions.

Committee Chair Nominations:

President Garfinkle appointed Ray Malus as chair of the Nominating Committee.

President Garfinkle again requested a volunteer to chair the Scholarship Committee, but there were no takers.

ADJOURNMENT: Meeting adjourned at 3:56 p.m.

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