



**California Writers Club  
Central Board Meeting Minutes – REVISED  
JULY 26, 2015  
Holiday Inn Express, Oakland, Calif.**

**CALL TO ORDER:** Meeting called to order at 8:33 a.m. by President David George.

**Roll Call:**

Berkeley – Kymberlie Ingalls (morning session), Linda Brown (afternoon session)  
Central Coast – Joyce Krieg  
Coastal Dunes – Catherine Kitcho  
East Sierra – Donna McCrohan-Rosenthal  
Fremont – Nancy Curteman (morning session only, East Sierra held proxy for  
afternoon session)  
High Desert – Robert Isbill  
Inland Empire – Judy Kohnen  
Long Beach – Allene Symons  
Marin – Joan Steidinger  
Mt. Diablo – Elisabeth Tuck  
Napa Valley – Sue Kesler  
Orange County – Jeanette Fratto  
Redwood – Sandy Baker  
Sacramento – Margie Yee Webb  
San Fernando Valley – Ray Malus  
SF/Peninsula – Carole Bumpus  
South Bay – Patrick McQueen  
Tri Valley – Sharon Svitak  
Writers of Kern – Annis Cassells  
Writers of the Mendocino Coast – Doug Fortier

A quorum was present.

Guests: Jenni Everidge (vice-president of South Bay), Dennis VanderWerff (Jack London honoree for Writers of Kern), Dwight Norris (Jack London honoree for High Desert), John Byrne Barry (webmaster – attended morning session).

**PRESIDENT’S REPORT (GEORGE):**

Special thanks issued to several Central Board members who are retiring or scaling back their involvement:

- Sharon Svitak – Central Board Treasurer
- Margie Yee Webb – Central Board Vice President
- Dave LaRoche – Policies and Procedures Chair, *Literary Review* Editor
- Nancy Curteman – Annual Picnic chair, former chair of Nominating Committee and Jack London Awards
- Ray Malus – MRMS Chair, will be retiring from the Central Board on November 1

**AGENDA:**

San Fernando Valley requested that Document Retention be added. President George directed that it be made part of the Membership and MRMS System Report.

San Fernando Valley requested that items for which reports had not been circulated at least two weeks in advance be stricken from the agenda – specifically, *The Bulletin* and New Branch Development. The issue surrounded whether the policy applies only to written reports, or to oral reports and updates.

**Motion:** That the board allows a one-time dispensation for oral reports not previously circulated in writing and that this not be taken as a precedent. Made by San Fernando Valley, seconded by Writers of Kern. Motion carried without opposition or abstention.

**Secretary’s Report (Krieg):**

Draft minutes of January 25, 2015, Central Board meeting were presented. The following corrections were requested:

- San Fernando Valley: On page 4, under *Literary Review*, add a line stating, “A branch inquired about the process of sending critiques and why they have not been sent. Dave LaRoche said he would get to it.”
- San Fernando Valley: On page 4, change “Archive Committee” to “Document Retention and Storage Committee.” Under this subsection, add a line stating, “He also gave a demonstration on the MRMS Document Vault as a possible solution.”
- Berkeley: Pages 4-5, under Friends of Joaquin Miller Park, change second line to read, “The group is meeting with the director of the Oakland Parks and Recreation Department, leadership of the Oakland Public Works Department, and a newly-elected city council member to discuss maintenance problems and long-term improvements.”
- San Fernando Valley: Page 5, under Modernizing the CWC Logo to add that a motion was made by Krieg, seconded and approved, that a vote be put to the Central Board to decide whether the group wanted a second logo.

**Motion:** To approve the minutes of the Jan. 25, 2015, Central Board meeting as corrected and revised. Made by Central Coast, seconded by Tri-Valley. Passed unanimously.

Secretary Krieg presented minutes from actions taken on The Forum since the January 25, 2015, Central Board meeting: Strike and Replace PnP Language re: Scholarships, Increase in Compensation for State Webmaster, Define Requirements for Storage of CWC Electronic Documents, Requirements for Electronic Document Storage, Replace PnP Scholarship Language, Delay Scholarship Motion until July 26 Central Board Meeting, Approve Charter of Coastal Dunes of Nipomo as the 20<sup>th</sup> Branch of CWC. The following correction was requested:

- East Sierra: Under Replace PnP Scholarship Language, page 3, Strike, “Discussion ended on April 30 with no vote taken” and replace with “Discussion delayed until July 26 meeting.”

**Motion:** To approve the aforementioned e-business minutes as amended. Made by Central Coast, seconded by San Fernando Valley. Passed unanimously. Secretary Krieg distributed the Central Board roster and requested corrections.

### **Treasurer’s Report (Svitak):**

Central Board Operating Budget for July 1, 2014, to June 30, 2015, presented as Attachment A. CWC ended the fiscal year with a deficit of \$8,087.52. Major issues included a shortfall of \$3,000 in anticipated revenue from membership dues, over-spending for *The Bulletin* by \$701, and higher costs for insurance and new branch development.

The regional associations have finished the fiscal year with \$1,854.24 (NorCal Group) and \$128.26 (CWC-South) in their budget lines.

Central Board Proposed Operating Budget for July 2, 2015, to June 30, 2016, presented as Exhibit B. It shows a deficit of \$10,305.00.

President George noted that the club cannot operate with a deficit budget and requested volunteers to serve on the Finance Committee to put together a balanced budget. He noted that “everything is on the table” when it comes to bringing in more revenue or making cuts. Catherine Kitcho (Coastal Dunes) and Bob Isbill (High Desert) volunteered to serve on the committee. Treasurer Sharon Svitak will chair the committee. President George directed the committee to create a balanced budget within a few weeks and present it to the Central Board via The Forum.

President George reported a second IRS audit was conducted this past spring. This time, the IRS focused on whether the Central Board has sufficient control over the branches to permit the branches to be covered under the CWC 501-c-3 umbrella. The end result was that yes, the club is in compliance with IRS regulations.

### **Membership and Member Record Management System (MRMS):**

Membership stands at 1,891 as of this meeting. Membership Chair Svitak (Tri-Valley) reminded the representatives that remitting dues money to the state organization is not optional, and that this message needs to be conveyed to all branch boards.

MRMS Chair Malus (San Fernando Valley) presented the System Administrator Report, Attachment C. He expressed concern over the lack of a “strong voice for technology” when he leaves the Central Board. He also noted that four branches have not archived their reports in MRMS.

President George urged all representatives to embrace MRMS and to train the branch membership chairs in its use. He announced the creation of a Technology Committee and appointed Ray Malus as chair.

### **Document Retention and Storage:**

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 this requirement was no longer referenced in the **Amended document**. At this writing, the Amended document has not been made available and cannot be attached.

## **STANDING COMMITTEE REPORTS**

### **Executive:**

President George reported that he will be renewing the CWC Service Mark at a cost of \$300 for five years.

### **Public Relations and Website:**

Chair McCrohan-Rosenthal (East Sierra) presented a report, included as Attachment E. She noted that our new webmaster, John Byrne Barry, is doing a great job.

Webmaster Barry reported he is updating content and software, as well as backup procedures. His goals for the website include having it serve as a brochure for the club and a conduit to the branches.

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

Chair McQueen (South Bay) reported adding the language concerning document retention to the Policies and Procedures. The latest version is will be posted on the calwriters website within a week.

### **New Branch Development:**

Vice President Webb reported that the new Coastal Dunes branch chartered by vote of the Central Board on The Forum on May 24. She also reported a potential new branch in the Chico area has met all of the requirements for chartering with 30 members, 23 who qualify for Active status.

**Motion:** To charter North State Writers as a branch of California Writers Club. Made by Sacramento, seconded by San Fernando Valley. Carried without opposition or abstention.

### ***Literary Review:***

McQueen (South Bay) presented a report on behalf of Editor Dave LaRoche, Attachment F. LaRoche is planning to stay on as Senior Editor for at least one more issue, scheduled for publication this fall. Considerable discussion, led by San Fernando Valley, over the issue of critiques of works submitted, and whether all submissions are being judged in a fair manner.

**Motion:** That a per branch audit be made available on request of the branch board listing for all submissions from the branch, on a per-issue basis. Such audit to contain the author name, title of work, date of receipt, date of resolution (accept/reject) and resolution. Made by San Fernando Valley, seconded by High Desert.

**Motion to Amend:** To strike the language, “on request of the branch board.” Made by Napa Valley, seconded by Long Beach. Motion to amend failed by vote of 10 aye, 11 nay.

On the request of President George, the following language was added to the original motion: “The information will be kept confidential by the branch board.”

Motion carried, 17 aye and 3 nay.

### ***CWC Bulletin:***

Editor Krieg (Central Coast) presented the Spring/Summer 2015 issue. Some 40 copies were returned to the CWC Post Office box due to errors in the addresses in MRMS. President George will follow up with erroneous addresses. *The Bulletin's* printer, who also handles the bulk mail process, has sold his business. It is unclear at this time how this will affect future production of the newsletter. Krieg noted that she has heard from several parties interested in advertising in *The Bulletin*. Steidinger (Marin) volunteered to help with advertising.

### **NorCal Group:**

Krieg (Central Coast) reported that she has stepped down as chair of NorCal Group and that Kimberly Edwards of the Sacramento branch is the new chair. The group's next meeting will be October 3 at the Panera Bread in Livermore. Since the new chair is not a Central Board representative, Krieg will continue to be the liaison between NorCal Group and the Central Board. She noted that NorCal Group once again staffed a table promoting CWC at the San Francisco Writers Conference and extended thanks to Carole Bumpus (SF/Peninsula) for heading up that effort. Looking ahead, NorCal Group is considering sponsoring another Leadership Conference, this time under the title of Building Better Branches, in the fall of 2016, and having a table or booth at the Bay Area Book Festival.

### **CWC-South:**

Chair McCrohan-Rosenthal (East Sierra) reported the group will have its next meeting on August 9 in Pasadena, and participated in the Riverside Dickens Festival in February. CWC-South sponsors a website that provides advice and encouragement to writers, showcases members' writing, and offers mini-grants to branches for specific joint activities with community non-profits. The latest round of grants went to:

- East Sierra, for a Family/Oral History workshop held jointly with the Historical Society of the Upper Mojave Desert
- High Desert, for video interviews with veterans for placement in the Library of Congress
- Inland Empire, for their prison library project and open mic
- Long Beach, for a digital outreach program with a new bookstore
- Writers of Kern, for a young writers contest, for which the group received a thank-you letter from the Kern County Superintendent of Schools

**LUNCH BREAK:** 11:35 a.m. to 2:12 p.m. Included Jack London Awards presentation and chartering ceremony for Coastal Dunes.

### **OLD BUSINESS**

#### **Dorothy C. Blakely Memoir Project:**

Isbill (High Desert) reported a new anthology will be released in August, representing a value of approximately \$20,000 worth of volunteer labor, financial contributions, and in-kind donations.

**Motion:** To make a contribution of \$1,000 in CWC funds to the Dorothy C. Blakely Memoir Project. Made by High Desert, seconded by Writers of Kern. Before a vote was taken, several representatives raised concern about CWC's budget shortfall, and whether this decision should wait until the Finance Committee has created a balanced budget.

**Motion:** To refer this request for funding to the Finance Committee. Made by San Fernando Valley, seconded by Long Beach. Carried with High Desert abstaining.

### **Scholarship:**

Scholarship Committee Chair McCrohan-Rosenthal (East Sierra) brought the following motion to the table after it first appeared on The Forum. It had been seconded by South Bay and discussed. In that discussion, South Bay moved that the vote be tabled until the July 2015 Central Board meeting. Motion to table was carried."

**Motion:** Move that we strike the current reading of scholarship policy (XI, E, 7, Scholarship) and replace it as follows:

A scholarship program is established. It shall be executed by a Standing Scholarship Committee. By way of the Committee, the Central Board shall, on a sustaining basis, fund, plan, and execute the award of scholarship to worthy students directly or by way of conjoining with other reputable awards and/or educational institutions. No single award shall reduce the scholarship fund by more than two-thirds.

Purpose:

The goals of the program include the following:

1. Enhance the financial, educational directed welfare of a qualified student pursuing a writing, or writing related education. Note: a qualified student is a California resident enrolled full time at a post high-school educational institution.

OR

Supplement reputable, existing scholarships and/or scholarship programs offered through accredited educational institutions.

2. Continue to ensure our foundational mission.
3. Enhance the standing of the California Writers Club to its public.

Pertinent Definitions

1. Direct awards – those provided to a nominee via his or her application directly to the Committee or by way of a branch introduction.
2. Partnerships awards – those awards provided by way of conjoining an existing scholarship, or offering a standalone via a reputable educational institution or matching funds by way of a scholarship offered by a CWC branch.

Funding

At the end of the fiscal year, the Central Board shall set aside one-third of annual receipts, not otherwise used or dedicated, to form a scholarship fund. The set-aside process shall be cumulative. The Central Board, by a majority vote, may also add, at its discretion, one-time sums to the fund.

Execution

A standing committee of not fewer than three Central Board members shall execute the scholarship program. Expertise outside of the Central Board may advise. Details of implementation not specified herein are left to the discretion of the Committee.

1. The Scholarship Committee shall formalize its process for Executive Committee approval, including application requirements, solicitations, nominations, needed forms, etc. The Executive Committee may, at its discretion, advance the package to the Central Board for further evaluation and approval or provide the Scholarship Committee a final approval and go-ahead.
2. The Committee shall proactively announce and solicit interest from appropriate educational institutions and CWC branches.
3. The Committee shall be aware of, and actively seek opportunities in keeping with “purpose” (above) and make formal nominations to the Central Board.
  - a. Direct recommendations from branches shall be given priority.
  - b. A branch may conjoin with the CWC to fund a scholarship.
  - c. No single award shall be less than \$1000, or deplete the fund by more than two-thirds."
  - d. Competing nominations are preferred.
  - e. If as a supplement to an existing scholarship, or singly by way of an educational institution, only California institutions may be considered, and those of the highest regard are preferred."

#### Process

All formal direct nominations and/or partnership proposals shall emanate from the Scholarship Committee. They shall be formal, detailed and brief, and employ the procedures and forms advanced by the Committee (see Execution, Section 1. Above). Completed nominations or partnership packages shall first be reviewed by the president for sufficiency of content and presentation.

Included in a direct nomination are as following:

- Name and pertinent characteristics of nominee
- Contact information
- Use of funds
- Need or deserving deeds
- Grade point average
- Non-curricular activities at school
- Community service
- Pertinent nonacademic associations
- A written application from the nominee, addressing needs and deeds
- Amount to be awarded
- Committee support for award: reasoning and facts
- CWC benefits.

Included in a partnership proposal are the following:

- Name and contact information of person or partnering entity
- Amount and proposed use of funds
- Candidate selection process and nominee qualifications
- Award details: date and location, ceremony/award description
- Central Board or other CWC participation
- CWC benefits.

The scholarship chair will make the motion to direct award or to partner. The motion will include the formal nomination and supporting documentation as available. Consideration

to award may include multiple non-competing or competing nominees or partnerships; however, each shall be carried by its unique documentation package and motion.

1. The discussion period shall provide for branch consideration. A period of one month from the time of the second to the vote is recommended.
2. Following an approval of a direct award, the awardee will be invited to the next convenient face-to-face Central Board meeting where a presentation may be handled with appropriate ceremony.
3. Following an approval of a partnership award, the Scholarship Committee shall see to award delivery in a manner most conducive to gaining good publicity for the CWC.
4. The Committee will request that the awardee report occasionally on the use of the funds.
5. The PR Director shall follow during and after the process with appropriate publicity.

Motion failed to carry on a vote of 7 aye, 10 nay and 3 abstentions.

**Action:** Referred back to the Scholarship Committee by President George, with a reminder that all representatives need to participate in The Forum.

#### **CWC Logo Modernization:**

Committee Chair Krieg (Central Coast) presented a report, Attachment G. No action taken.

### **NEW BUSINESS**

#### **Central Board Forum Usage Roundtable:**

Discussion led by San Fernando Valley expressing concern over proper parliamentary procedure, especially the current policy of all motions being reviewed and approved by the President before they are posted on The Forum. Several other issues and suggestions:

- Napa Valley: Find a better venue such as Go to Meeting, or teleconferencing.
- High Desert: If remembering a password is preventing participation in The Forum, keep in mind that most browsers will allow users to save a password if this feature has been enabled. Suggestion made that all representatives customize their profiles so they can get to know each other better.
- South Bay: Absent versus abstention is a concern. If representatives intend to abstain from voting, they need to post that rather than not voting at all.

**Action:** President George directed San Fernando Valley to lead a discussion of alternatives to The Forum at the January Central Board meeting.

#### **Organize and Amend Club Governing Documents:**

Issue brought to the table by San Fernando Valley, concerned that current documents are convoluted and do not reflect 21<sup>st</sup> century reality. Example: bylaws that can only be amended by a vote of all members via paper ballots sent through the US Postal Service.

**Action:** President George directed Policies and Procedures Chair McQueen to start a discussion on The Forum.



### **Personal Conduct and Consequences of Failure to Adhere:**

Report presented by Sacramento, included in the record as Attachment H, with concern voiced that in the current Policies and Procedures, the only recourse is to refuse to renew the perpetrator's membership. Sacramento would like to see CWC have professional standards of conduct similar to those used in the workplace.

**Action:** President George created an ad hoc committee chaired by Sacramento look into this issue. Marin volunteered to serve on this committee.

### **CWC Presence at the 2016 Bay Area Book Festival:**

Due to time considerations, Sacramento agreed to defer this discussion until the January Central Board meeting. Marin volunteered to be liaison between CWC and the Bay Area Book Festival.

### **Should MRMS Allow Member Statewide Search?:**

**Action:** President George directed the original discussant, Berkeley, to place this issue on The Forum.

### **Election of 2015-16 Officers:**

The following slate was presented by Nominating Committee Chair Jeanette Fratto (Orange County) and elected unanimously.

- President – Dave George (Mt. Diablo)
- Vice-President – Joyce Krieg (Central Coast)
- Secretary – Donna McCrohan-Rosenthal (East Sierra)

The position of Treasurer is vacant at the moment, although incumbent Sharon Svitak (Tri-Valley) said she would be willing to stay on for “several months” until a replacement is found.

### **Appointment to Executive Committee:**

President George appointed Jeanette Fratto (Orange County) as a member-at-large on the Executive Committee.

### **Committee Appointments:**

- The following committee chairs for 2015-16 were appointed by President George:
- *The Bulletin* – Joyce Krieg (Central Coast)
  - Finance – Sharon Svitak (Tri-Valley)
  - *Literary Review* – Dave LaRoche (South Bay)
  - Policies and Procedures – Patrick McQueen (South Bay)
  - Nominating – Jeanette Fratto (Orange County)
  - Forum Moderator and Administrator – Bob Isbill (High Desert)
  - Scholarship – Donna McCrohan-Rosenthal (East Sierra)
  - Public Relations – Donna McCrohan-Rosenthal (East Sierra)
  - New Branch Development – Margie Yee Webb (Sacramento)
  - Technology – Ray Malus (San Fernando Valley)

It was noted that volunteers are still needed to chair the Document Retention Committee and the Annual Picnic Committee, though it is hoped that Shirley Scott, the new Central Board representative from Fremont, will agree to take on the latter.

**Dorothy C. Blakely Memoir Project (final Motion of the day):**

Motion: To withdraw the Motion to refer to the Finance Committee the request that the CWC make a contribution of \$1,000 in CWC funds to the Dorothy C. Blakely Memoir Project. Motion to withdraw made by High Desert, seconded by Writers of Kern. Carried with Marin abstaining.

**ADJOURNMENT:** Meeting adjourned at 4:07 p.m.

Respectfully submitted,  
Joyce Krieg  
Secretary 2014-15, California Writers Club Central Board

Respectfully revised,  
Donna McCrohan Rosenthal  
Secretary 2015-16, California Writers Club Central Board