



**CALIFORNIA WRITERS CLUB
CENTRAL BOARD MEETING MINUTES – DRAFT
JANUARY 25, 2015
HOLIDAY INN EXPRESS, OAKLAND, CALIF.**

CALL TO ORDER: Meeting called to order at 8:30 a.m. by President David George.

ROLL CALL:

Berkeley – Linda Brown
Central Coast – Joyce Krieg
East Sierra – Donna McCrohan-Rosenthal
Fremont – Nancy Curteman
High Desert – Robert Isbill
Inland Empire Lisa Hahn
Long Beach – Allene Symons
Marin – Absent, Proxy held by Central Coast
Mt. Diablo – Elisabeth Tuck
Napa Valley – Gary Orton
Orange County – Jeanette Fratto
Redwood – Linda Reid (8:30-9:52 a.m.), Sandy Baker (9:52 a.m. – adjournment)
Sacramento – Margie Yee Webb
San Fernando Valley – Ray Malus
SF/Peninsula – Carole Bumpus
South Bay – David LaRoche
Tri Valley – Sharon Svitak
Writers of Kern – Dan McGuire
Writers of the Mendocino Coast – Doug Fortier

A quorum was present.

Guest: Kymberlie Ingalls, incoming Berkeley president (attended partial meeting)

PRESIDENT’S REPORT (GEORGE):

- Each branch should start thinking about a member to honor with the Jack London Award.
- Email etiquette:
 - Use the Forum instead of sending group emails. Send topic ideas for posting to Forum Administrator/Moderator Bob Isbill.
 - Be sure to indicate “CWC” in the Subject field and indicate whether Action Needed, Urgent, Reply Requested.
 - Call or text if there is an immediate crisis.
 - Resist the urge to “Reply All.”

SECRETARY'S REPORT (KRIEG):

Draft minutes of July 20, 2014, Central Board meeting were presented. The following corrections were requested:

- East Sierra: On page 3, under Public Relations, change “member benefits” to “endorsements.”
- East Sierra: On Page 4, second “Action” item, change “member benefits” to “endorsements.”
- San Fernando Valley: On Page 6, under Policy Regarding Central Board Reports and Records, second Motion, change to read:

“**Motion:** That a draft of Minutes to be posted on the Forum not later than 14 days after the meeting – to be corrected and accepted not more than 14 days after posting. Made by San Fernando Valley.

Because of objections by the Parliamentarian that the PnPs demanded a longer period for consideration, and by the Secretary that she would not accept a fixed deadline, this was amended to: That a draft of Minutes to be posted on the Forum as soon as possible – to be corrected and accepted not more than 21 days after posting. Made by San Fernando Valley, seconded by South Bay. Passed unanimously.”

Motion: To approve the minutes of the July 20, 2014, Central Board meeting as corrected and revised. Made by Central Coast, seconded by Tri-Valley. Passed unanimously.

Secretary Krieg presented minutes from four actions taken on The Forum since the July 20, 2014, Central Board meeting: Mission Statement Revision, MRMS Access, Budget for 2014-2015, Scholarship Money – Motion to Withdraw.

Motion: To approve the aforementioned e-business minutes. Made by Central Coast, seconded by East Sierra. Passed unanimously.

Secretary Krieg distributed the Central Board roster and requested corrections.

Secretary Krieg distributed the IRS Subordinate Group form and requested each branch review the data about their branch (President’s name, mailing address) and make necessary updates so that she can return the form to the IRS by the end of March.

TREASURER'S REPORT (SVITAK):

Central Board Operating Budget for July 1, 2014, to June 30, 2015, presented as Attachment A. Svitak noted that clarification is still needed for the cost of postage and mailing for the *Bulletin* and *Literary Review*. She reminded the reps that they will be billed for sales tax paid out of the central treasury for selling items (anthologies, logo merchandise, etc.) at the branch level.

The IRS continues to show interest in CWC, especially in the Central Board’s span of control over the branches. The By-laws, Policies and Procedures, and Treasurer’s Handbook have been sent to the IRS. Another meeting with the IRS is scheduled for February 1. In the meantime, it is very important for branches to turn in their quarterly reports on time. President George stressed the importance of avoiding an IRS audit of the branches.

Treasurer Svitak announced that she will be retiring after the July 2015 Central Board meeting and that all reps should be thinking about finding a replacement. The main qualification is being comfortable with a checkbook. The job requires three-to-four hours a week. The treasurer must also be a Central Board rep. Svitak is willing to mentor the new treasurer, and is willing to stay on as Membership Chair.

Membership and Member Record Management System (MRMS):

Membership stands at 1,644 as of December 31, 2014. Membership Chair Svitak (Tri-Valley) noted that three branches are in arrears when it comes to paying dues for 2014-15: Orange County, Redwood, and Sacramento. Svitak urged the branches to promote their Associate members to Active when they have met the qualifications.

MRMS Chair Malus (San Fernando Valley) presented the System Administrator Report, entered into the minutes as Attachment B. He noted that there is a Forum topic on MRMS and encouraged the reps to participate.

Motion: To reimburse Malus for \$131.88 in annual hosting costs for the MRMS website, and up to \$50 for domain name registration. Made by Berkeley, seconded by Inland Empire. Passed unanimously.

Motion: To set up a “members only” link to MRMS on calwriters.org Made by Berkeley, seconded by High Desert. Passed unanimously.

STANDING COMMITTEE REPORTS

Executive:

President George reported that Executive Committee has made grants to various regional and branch-level festivals and conferences.

Public Relations and Website:

Chair McCrohan-Rosenthal (East Sierra) presented a report, included as Attachment C. The club has been without a webmaster since Dec. 1, 2014. Two applications have been received, with a Feb. 15 deadline. President George, PR Chair McCrohan-Rosenthal, and MRMS Chair Malus are reviewing with the hope of finding a club member willing to take this on. Currently, the club has budgeted \$50 per month for a webmaster, but more may be needed.

Bylaws, Policies and Procedures, and Standards:

Chair LaRoche (South Bay) reported adding the policies as to non-discrimination and non-harrasment to the Policies and Procedures. The latest version is posted on the calwriters website.

Records retention guidelines: Mt. Diablo requested that this be added to the Policies and Procedures. President George directed that the issue be placed on The Forum for further discussion.

New Branch Development:

Vice President Webb reported that a potential new branch in Nipomo (San Luis Obispo County) is in the formation stages. Former Orange County member Catherine Kitcho is leading this effort. Thus far, they have had three meetings at the Nipomo library with 16-22 potential new members attending the meetings. They have also put up a website, www.coastaldunescwc.com.

Webb reported that she will be meeting with a potential new branch in Chico in March.

Action: President George directed Malus to send suggestions to Webb as to other writers groups around the state that could be approached about becoming CWC branches. He requested all reps keep their eyes and ears open at conferences and workshops for potential new branches.

Literary Review:

Editor LaRoche (South Bay) presented a report, included in the record as Attachment D. President George noted that the current issue is cleaner and contains fewer typos than those in the past. LaRoche reported that more editing, including content editing, is being done and that every submission is being critiqued. Submission guidelines are spelled out on the inside back cover. A branch inquired about the process of sending critiques and why they have not been sent. Dave LaRoche said he would get to it.

CWC Bulletin:

Editor Krieg (Central Coast) presented the Fall/Winter 2014 issue and noted that the cost was \$2,285.39, including postage and printing. Thirty-six copies were returned to the CWC Post Office box due to errors in the address in MRMS. Krieg congratulated Mt.Diablo, East Sierra, Long Beach, Writers of Kern and Central Coast for having zero returns.

Action: Krieg was directed to get *The Bulletin* up on the calwriters website within 30 days of publication.

NorCal Group:

Chair Krieg (Central Coast) reported the group will once again be hosting a table at the San Francisco Writers Conference, with thanks to Carole Bumpus (SF/Peninsula) for being willing to take on this project at the last minute.

CWC-South:

Chair McCrohan-Rosenthal (East Sierra) reported the group will have its next meeting on Feb. 15 in Pasadena, and will once again participate in the Riverside Dickens Festival the following weekend.

Document Retention and Storage Committee – Reports/Record Retention:

Malus (San Fernando Valley) presented a report on Document Retention and Storage, Attachment E. He also gave a demonstration on the MRMS Document Vault as a possible solution. President George noted that a policy is needed first before specific solutions (Dropbox, Google, The Forum, etc.) are explored.

Action: President George appointed Krieg (Central Coast), Svitak (Tri-Valley) and Orton (Napa Valley) to serve on a committee to formulate a policy and to place it on The Forum.

LUNCH BREAK: Included informal discussion on use of The Forum.

OLD BUSINESS

Dorothy C. Blakely Memoir Project:

Isbill (High Desert) presented an update, Attachment F, with thanks to the Central Board for funding this project. He also presented a DVD to each rep with details on how to carry out a similar project at the branch level.

Friends of Joaquin Miller Park:

Brown (Berkeley) presented a report, included in the minutes as Attachment G. Major activities include cleaning up The Cascades and installation of signs. 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.

Modernizing the CWC Logo:

Krieg reminded the reps of the presentation that she made at the July meeting and requested guidance as to how to proceed. \

Motion: Made by Central Coast, seconded and approved, that a vote be put to the Central Board to decide whether the group wanted a second logo.

Action: President George appointed Krieg (Central Coast), Brown (Berkeley) and Baker (Redwood) to a committee to explore this topic and report back.

Membership Category Change Committee:

Motion: “That the Central Board adopt the following guidelines and that such guidelines be promulgated as appropriate:

Guidelines to Judge Material Submitted for Active Member Status

The following guidelines may be used by branch accreditation committees to judge material submitted pursuant to Policy and Procedures, section VI – Membership, subsections D.3.a-c and D.4.a-b (determination of active status for self-publishers and writers who publish material under a self-owned imprint or electronically):

- A. Prima facie evidence of satisfying the requirement of “professional presentation” of writing style, style, and graphics, and “plans for distributing published materials” may be demonstrated by obtaining at least 15 points from the following point-weighted categories:
1. Book published (print, ebook, audio): 15 credits/points
 2. National Magazine/Newspaper/Literary Journal/Anthology) print or electronic): 10 points (article, essay, newspaper column, poem)
 3. Screenplay or Stageplay: 15 points (whether sold or produced)
 4. Anthology (Non-National): 5 points (points may accrue if published in a different edition)
 5. Blog/Guest Blog: 3 points (one-time credit of 3 points for having a personal blog; points may accrue for guest blogs)
 6. Contest Wins: points vary (May accrue for different contests)
 - i. National Writing Contest (e.g. *Writers Digest*) = 5 points
 - ii. Local/minor Writing Contest = 3 points
 - iii. Online ‘zine: 5 points
 7. Speaker/Presenter: points vary:
 - i. Present at writers conference = 5 points
 - ii. One speaking appearance per published book = 3 points
- B. Nothing in these guidelines prevents the application of Policy and Procedures, section VI-Membership, subsections D.3.d or D.4.c, which reserve the right of the branch Accreditation Committee to determine whether the quality of the publication meets the high standards of professional writing.”

Made by Long Beach, seconded by Napa Valley.

After considerable discussion, the following amendments were made:

- A-2: “Trade Magazine” added.
- 5: “Flash Fiction” added.
- 6-ii: “minor” changed to “regional”
- 7: Entire section deleted

The amended motion:

“That the Central Board adopt the following guidelines and that such guidelines be promulgated as appropriate:

Guidelines to Judge Material Submitted for Active Member Status

The following guidelines may be used by branch accreditation committees to judge material submitted pursuant to Policy and Procedures, section VI – Membership, subsections D.3.a-c and D.4.a-b (determination of active status for self-publishers and writers who publish material under a self-owned imprint or electronically):

- A. Prima facie evidence of satisfying the requirement of “professional presentation” of writing style, style, and graphics, and “plans for distributing published materials” may be demonstrated by obtaining at least 15 points from the following point-weighted categories:
1. Book published (print, ebook, audio): 15 credits/points
 2. National Magazine/Trade Magazine/Newspaper/Literary Journal/Anthology (print or electronic): 10 points (article, essay, newspaper column, poem)
 3. Screenplay or Stageplay: 15 points (whether sold or produced)
 4. Anthology (Non-National): 5 points (points may accrue if published in a different edition)
 5. Blog/Guest Blog/Flash Fiction: 3 points (one-time credit of 3 points for having a personal blog; points may accrue for guest blogs)
 6. Contest Wins: points vary (May accrue for different contests)
 - i. National Writing Contest (e.g. *Writers Digest*) = 5 points
 - ii. Local/regional Writing Contest = 3 points
 - iii. Online ‘zine: 5 points
- B. Nothing in these guidelines prevents the application of Policy and Procedures, section VI-Membership, subsections D.3.d or D.4.c, which reserve the right of the branch Accreditation Committee to determine whether the quality of the publication meets the high standards of professional writing.”

Vote: Ayes-14, Nays-4, Abstentions-1. Motion carried.

Action: After discussion on the role of editors, and whether they should have “Active” status, President George directed Symons to address this question in the future.

Scholarship:

Chair McCrohan-Rosenthal (East Sierra) presented a report, included in the minutes as Attachment H.

Motion: “To strike XI.E.7 (h) and replace with: These articles, once adopted, may be changed only by two-thirds vote of the Central board provided (1) all representatives are notified of the proposed changes no fewer than two weeks before a duly-called face-to-face meeting of the body, or (2) the procedure and time frame set forth in Article V – Conducting business on the Internet (E-business) are adhered to if changes are proposed via the Internet.” Made by East Sierra, seconded by Napa Valley.

Because the current language in the Policies and Procedures as relating to Scholarships requires a three-quarters vote and 30 days discussion period before any change can be made, President George directed that this be placed on The Forum.

Action: President George appointed McCorhan-Rosenthal, Hahn, McGuire, and Napa Valley (either Orton or Sue Kesler) to serve on a committee to draft a policy on scholarships and place on The Forum. He also appointed the CWC Treasurer as a permanent member of the Scholarship Committee. President George referred to The Forum reports presented by South Bay and Napa Valley, which were turned in after the two week deadline prior to the Central Board meeting had passed.

Endorsements, Sponsorships, Partnerships Policy:

PR Chair McCrohan-Rosenthal presented a report, entered into the minutes as part of Exhibit H. She reported that Fearless Literary Services has taken their offer of a 10 percent discount to all CWC members off the table due to the many questions raised. She also noted that the branches need to be given guidelines when it comes to allowing their name or logo to appear on a list of sponsors for local or regional events.

NEW BUSINESS

CWC Summer Picnic:

Chair Curteman (Fremont) reported that a permit has been obtained for our annual picnic July 25 at Joaquin Miller Park. The permit covers alcoholic beverages and amplified sound. She has decided to try the “Lit-Cake” contest for one more year. President George, Krieg (Central Coast), McCrohan-Rosenthal (East Sierra) and Brown (Berkeley) have agreed to help. Curteman noted that more helpers are needed for set-up and clean-up.

Boyhood Adventures with Jack London Book:

Isbill (High Desert) reported that his branch has published a book about Jack London, written by the grandfather of one of their members, Diane Neil.

Motion: To purchase five copies of *Boyhood Adventures with Jack London*, at a total cost of \$50, for promotional distribution to key Jack London historic sites and organizations under the direction of Berkeley branch. Made by Berkeley, seconded by San Fernando Valley. Passed unanimously.

Berkeley Officer Update:

Brown (Berkeley) reported that her branch now has a complete slate of officers and is in compliance with its by-laws.

Action: President George directed Brown to prepare a list of warning signs of trouble at the branch level and distribute to all Central Board reps.

Audio/Video/Photograph Recording Policy:

Action: Under the direction of President George, all branches are to put up a sign and make announcements at all branch events in which audio/video recording or still photography is taking place to the effect that such recordings are being made for publicity purposes, and if attendees do not wish their likeness to appear in branch publicity materials, they should leave the venue.

Action: President George directed Brown (Berkeley) to draft a formal policy and put it on The Forum for review.

100th Anniversary of Death of Jack London (2016):

Brown (Berkeley) will be meeting with Oakland city officials to see if any activities are planned and will report back.

Nominating Committee:

President George appointed Fratto (Orange County) as chair of the Nominating Committee for officers for 2015-2016, and directed her to coordinate with *Bulletin* Editor Krieg for announcing the slate of candidates.

2015 Jack London Awards:

President George appointed Fortier (Writers of the Mendocino Coast) as chair of this year's event.

Next Meeting:

President George announced the next Central Board meeting will be Sunday, July 26, 2015, in Oakland.

Motion to Adjourn:

Made by San Fernando Valley, seconded by Tri-Valley. Passed unanimously.

ADJOURNMENT: Meeting adjourned at 3:45 p.m.

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