

**CENTRAL BOARD ADOPTED OPERATING BUDGET**  
**July 1, 2014 to June 30, 2015**

		<u>Budget</u>	<u>1st Q</u>	<u>2nd Q</u>	<u>3rd Q</u>	<u>4th Q</u>	<u>YTD (Actual)</u>
<b>INCOME</b>			<u>(Actual)</u>	<u>(Actual)</u>	<u>(Actual)</u>	<u>(Actual)</u>	
Donations		0.00		150.00			
Membership Dues & Fees (1,730)		34,700.00	4,840.00	15,894.00			
Life membership		0.00					
Fundraiser		300.00					
Interest		0.00					
Merchandise Donations		100.00					
Literary Review (sales & ads)		1,000.00					
Sales Tax Collected		200.00					
Miscellaneous		100.00	235.00	993.00			
<b>Total Income</b>		<b>\$36,400.00</b>	<b>\$5,075.00</b>	<b>\$17,037.00</b>	<b>\$0.00</b>		<b>\$0.00</b>

**EXPENSES**

<b>Administrative</b>							
	Bank & Reg Fees	100.00		50.00			50.00
	Office Expense	150.00	48.84				48.84
	P.O. Box	320.00					0.00
	Postage	100.00	2,200.00				2,200.00
	Legal Fees	200.00					0.00
	Taxes	200.00	511.00	174.00			685.00
	Misc	100.00					0.00
Accounting		5,280.00	1,320.00	1,320.00			2,640.00
Insurance		3,600.00	25.00				25.00
Dues Refund		0.00					0.00
Meetings							
	Annual Mtg/Awards	500.00					0.00
	Lodging	3,000.00	1,541.18				1,541.18
	Facility Rental/Meals	3,000.00	1,154.23				1,154.23
	Travel	4,000.00	1,705.40				1,705.40
	Picnic	400.00	96.50				96.50
Membership							
	New Branch Devel	300.00		733.82			733.82
	MRMS Hosting	200.00					0.00
Publications							0.00
	Literary Review	5,600.00	5,505.75				5,505.75
	LR Postage	2,000.00					0.00
	Bulletins	4,250.00					0.00
	Bulletin Postage	750.00		458.34			458.34
Publicity							
	Education/Outreach	1,125.00					0.00
	Print, mail, advertise	250.00					0.00
	Website	600.00	150.00	315.17			465.17
	Signs at Mem. Grove	300.00					0.00
	Writers Conferences	1,500.00	175.00	973.74			1,148.74
Discretionary Fund		200.00					0.00
NorCal Group		2,000.00	391.87	677.73			1,069.60
CWC South		2,000.00	150.00	\$225.00	\$0.00	\$0.00	\$375.00
<b>Total Expenses</b>		<b>\$42,025.00</b>	<b>\$14,974.77</b>	<b>\$4,927.80</b>			<b>\$19,902.57</b>

**Net (Income - Expenses)** **-\$5,625.00** **-\$9,899.77** **\$12,109.20** **\$2,209.43**

	as of 12/31/14		Amounts FY Contributed	NorCal	SoCal
<b>CHECKING</b> xxx6524	62,368.96	(adjusted bank balance)	\$2,466.97	(2008-2009)	Reserve as 12/31/ 2014
<b>CD</b> xxx1140	\$18,137.06		\$5,300.44	(2009-2010)	\$2,328.38
<b>CD</b> xxx0786	\$5,355.43		\$6,520.32	(2010-2011)	1878.25
<b>NorCal Group Reserve Fu</b>	\$1,147.98	As of 7/20/14	\$5.88	(2011-2012)	
	\$ 87,009.43		\$2,061.96	(2012-2013)	
	<b>\$17,902.02</b>	(scholarship fund)	\$1,546.45	(2013-2014)	
<b>AVAILABLE FUNDS</b>	<b>\$69,107.41</b>		<b>\$17,902.02</b>	(scholarship fund)	



# California Writers Club

## MRMS SYSTEM ADMINISTRATOR REPORT (01/25/2015)

### Enhancements

Per the decision of the Central Board, the enhancement for global member directory access for Executive Committee members was released. No problems were reported with the release, and despite a few dire predictions, the facility itself has caused no problems. There has been no feed-back on its usefulness.

Compound searches (logical AND and logical OR) was added to all search functions. This was primarily in support of Document Vault, but has far-reaching benefits for other package facilities.

A capability was added to the Report Generator to produce CSV-style file output. This makes it possible to use the results of an MRMS report in Microsoft Word's Mail-merge capability, facilitating the production of business cards, mailing labels, form letters, et. al.

A finished version of Document Vault was released (without an active link), in preparation for a demo at the Central Board meeting.

### Adoption

On July 23, 2014, in an effort to stimulate adoption, I sent an email to our P. R. Chair. (cc to President). In it, I expressed the opinion that MRMS was very strongly supported by the Membership Chairs, because they found it useful for their tasks.

I also said that its many other features had enormous potential, but were largely unknown, and should be publicized.

I went on to list several member, and local board, benefits that were available or could be made available, and asked for help in educating the membership.

Our President's response was immediate and very positive — even including an offer to spearhead the attempt. The response from the P.R. Chair was delayed and uniformly negative, mostly arguments against the proposed uses, and a statement of lack of need.

Outcome:

Our President included a very nice paragraph, recommending MRMS in his column in the Bulletin.

### Access

At the present time, no link to MRMS exists on calwriters.org.

### Utilization

As you can see from the table, although many branches seem to be getting great benefit from the system, there are those who barely use it.

In particular, the renewal period revealed several branches which were lax in their data entry. This caused a myriad of problems, and led to an extension of the MRMS Renewal Window.

At one branch, no data had been entered for over a year, leading to a situation when *every member* was locked out for non-payment of

Login Stats for year ending 2014-12-31  
All Branches  
(December 31, 2014 -- 12:26 pm)

#	Branch	Members	Users	Pct.	Total Logs
1	<a href="#">San Fernando Valley</a>	59	23	38.98	703
2	<a href="#">High Desert Branch</a>	90	34	37.78	566
3	<a href="#">East Sierra branch</a>	22	8	36.36	31
4	<a href="#">Writers Of Kern</a>	71	20	28.17	276
5	<a href="#">Inland Empire branch</a>	40	9	22.50	62
6	<a href="#">Redwood Branch</a>	231	49	21.21	487
7	<a href="#">Napa Valley Writers</a>	59	12	20.34	190
8	<a href="#">Fremont Branch</a>	52	7	13.46	39
9	<a href="#">Berkeley Branch</a>	91	11	12.09	77
10	<a href="#">Mt. Diablo Branch</a>	118	14	11.86	243
11	<a href="#">Central Coast Branch</a>	108	9	8.33	91
12	<a href="#">Long Beach Branch</a>	51	4	7.84	79
13	<a href="#">Marin Branch</a>	66	5	7.58	103
14	<a href="#">SF-Peninsula Branch</a>	96	7	7.29	88
15	<a href="#">Tri-Valley Branch</a>	85	6	7.06	445
16	<a href="#">Orange County Branch</a>	42	2	4.76	9
17	<a href="#">Sacramento Branch</a>	135	6	4.44	179
18	<a href="#">South Bay Branch</a>	158	6	3.80	74
19	<a href="#">Mendocino Branch</a>	65	1	1.54	56
	<b>TOTAL</b>	<b>1586</b>	<b>232</b>	<b>14.63</b>	<b>3797</b>

Legend:  
 # = (just a counter)  
 Branch  
 Members = Total current branch enrollment.  
 Users = Individuals who have logged on  
 Pct. = Percent of total members who have logged on.  
 Total Logs = Total number of sessions by all users.



dues. During the extensive cleanup, the Rep. from the branch commented that she, "... found no mention of MRMS in the PnPs..." (the implication evidently being that MRMS record keeping was optional).

The Rep was reminded that the Minutes of the July, 2012 Central Board meeting show that a motion including:

"...That the tested and broadly accepted MRMS system be approved as the sole CWC State Membership tracking and reporting system from this point forward. (FYB: July 01, 2012)..."

was passed unanimously.

Obviously, in addition to a lack of oversight, there is a severe P.R. and education problem — whether the P.R. Chair acknowledges it or not.

### **Financial**

I am asking authorization to spend \$131.88 to renew our hosting account (02/28/2015), and (no more than) \$50 to renew the MRMS domain (03/15/2015).

### **Back-up Administrator.**

No progress at all on identifying a back-up administrator. To my knowledge, there is no one who is even familiar with all MRMS's capabilities (with the possible exception of High Desert Branch's System Administrator.)

### **Incident Reports**

For completeness, we are including two minor incidents (the only two) which were reported, and their resolutions:

1. On November 3, 2014, a user reported her browser was displaying warnings about an invalid security certificate when accessing MRMS. The user was using both Windows Security and Norton Internet Security. Since MRMS does not currently use Secure Socket Layer, and since the problem was limited to one user, we assume this has to do with the local computer configuration.

(Action item: Does the Board want to use Secure Socket Layer [SSL]?)

2. On September 23, 2014, the Rep. for East Sierra branch forwarded, what seemed to be, a complaint from a member that his password had been exposed through unencrypted email. This turned out to be a spurious complaint. However, the email contained the statement: *"I'd better have answers by our next meeting, because if multiple members have gotten this, big S will hit the fan."*

So, in the interest of full disclosure, and the belief that it is better to be one who tosses the 'S' than one who gets splattered, I am including the incident details:

On **May 8, 2014, at 4:57 PM** (in an email sent directly to the State System Administrator), the member requested that information on how to log on to the system be sent to him. The system sent his ID and Password at **6:34 PM that same day**. At **7:58 PM, also on that day**, the user signed on and changed his email address. No complaint was forwarded to anyone at this time. No acknowledgment or thanks were sent to the System Administrator. But the user evidently received the email, because he logged on and used the system. (The original email sent to the user by the system was attached to the one sent to me by the Rep. It is indeed stamped **May 8, 2014 - 4:57 PM.**)

So the only questions are why did it take 4 1/2 months for the user to decide there was a problem, why did the user then complain through the Rep, rather than directly, and why did the Rep react in the manner she did?

(NOTE: When they are requested, Passwords and IDs are sent by email as text. This is true of MRMS. This ia a common practice, which is also true of The Forum — with the difference that the Forum Moderator 'handles' the IDs and Passwords; the MRMS Sys. Adm. does not. The Rep should have been fully aware of this; since, in her capacity as P. R. Chair, The Forum fell under her aegis.)

(Action item: A statement was added to the MRMS email, advising the recipient to change his password.)

**Here is a list of the top twenty users of MRMS. I thank them.**

More important, these are involved and experienced users of MRMS. It is their opinions which are informed, and which should be sought when questions arise about the system and its use.

Login Summary for year ending 2014-12-31						
All Branches						
(December 31, 2014 -- 12:27 pm)						
#	Member	Branch	Last	First	Date - Time	Total
1	<a href="#">200051</a>	San Fernando Valley	Malus	Ray	Tue, Dec 30, 2014 - 01:37:01 pm	483
2	<a href="#">103330</a>	Redwood Branch	Rowley	Janice	Tue, Dec 30, 2014 - 12:09:24 pm	324
3	<a href="#">108072</a>	Tri-Valley Branch	Svitak	Sharon	Thu, Dec 18, 2014 - 10:06:07 am	275
4	<a href="#">201037</a>	High Desert Branch	Isbill	Robert	Thu, Dec 25, 2014 - 12:23:35 pm	212
5	<a href="#">201060</a>	High Desert Branch	Norris	Dwight	Sat, Dec 27, 2014 - 09:14:04 am	139
6	<a href="#">101005</a>	Sacramento Branch	Grossenbacher	Gini	Tue, Dec 16, 2014 - 02:25:13 pm	135
7	<a href="#">104032</a>	Mt. Diablo Branch	Dotterer	Marlene	Tue, Dec 30, 2014 - 01:59:52 pm	126
8	<a href="#">111001</a>	Napa Valley Writers	Baird	Vicki	Wed, Dec 24, 2014 - 11:28:53 am	119
9	<a href="#">201048</a>	High Desert Branch	Margotta	Jenny	Mon, Dec 29, 2014 - 09:23:28 am	93
10	<a href="#">200059</a>	San Fernando Valley	Polk	Andrea	Tue, Dec 30, 2014 - 10:56:09 am	90
11	<a href="#">106064</a>	Marin Branch	Truax	Barbara	Thu, Dec 11, 2014 - 09:41:36 am	73
12	<a href="#">102039</a>	SF-Peninsula Branch	Miller	Elise	Sat, Dec 27, 2014 - 08:13:43 pm	71
13	<a href="#">104058</a>	Mt. Diablo Branch	Hague	Harlan	Tue, Dec 30, 2014 - 11:21:11 am	69
14	<a href="#">108099</a>	Tri-Valley Branch	Cramer	George	Tue, Jul 22, 2014 - 05:22:26 pm	65
15	<a href="#">105005</a>	South Bay Branch	Amyx	Richard	Mon, Dec 1, 2014 - 11:14:53 pm	63
16	<a href="#">202037</a>	Writers Of Kern	Raymond	Joan	Thu, Dec 11, 2014 - 07:27:36 pm	62
17	<a href="#">202007</a>	Writers Of Kern	Cassells	Annis	Fri, Dec 19, 2014 - 06:57:39 pm	61
18	<a href="#">108007</a>	Tri-Valley Branch	Bernal	Deborah (Jordan)	Mon, Dec 29, 2014 - 11:56:36 am	60
19	<a href="#">207032</a>	Long Beach Branch	Symons	Allene	Thu, Dec 18, 2014 - 09:13:00 am	59
20	<a href="#">110012</a>	Mendocino Branch	Fortier	Doug	Sat, Dec 20, 2014 - 03:14:19 pm	56

Respectfully submitted,

Ray Malus

December 31, 2014 State MRMS Administrator

## Publicity/PR Report for CWC CB, 25 January 2015: P/R and Website

Note that I approach these responsibilities as CWC P/R Director, with a view toward seeking cross-promotional opportunities and increasing the visibility of the CWC.

### Publicity

- Most newsletters cover branch events and member writings but little or no CWC news. What can we do to encourage them to also promote the CWC?
- Realistically, we don't have statewide initiatives or events. If we did, that would give them something to promote.
- So far this fiscal year, we have participated in, sponsored, or both –
  - ⇒ Central Coast Writers Conference, San Luis Obispo, Sept. 19-20. We had a booth staffed by Joyce Krieg and I, and I represented the CWC on a panel about the value of joining a writers club. We generated an email list that may help establish a branch in Nipomo.
  - ⇒ California Capitol Book Festival, Sacramento, Oct. 25-26. CWC had a booth and Joyce Krieg moderated an authors' panel.
  - ⇒ In February, we will have a booth at the San Francisco Writers Conference (Feb. 12-15), and will have a booth and conduct two workshops at the Riverside Dickens Festival (Feb. 21-22).
- In publicity as in all things CB, reps have to do a better job of bringing their replacements up to speed on past business and current projects and practices.

### Website

- I stated in my last report that Simple Machines had been updated. This was incorrect. I had asked our webmaster to "do the update after the discussions on the forum wound down." I told him when they wound down, but did not make the instruction clear enough.
- The webmaster attempted the update this past autumn, in a parallel environment to avoid risking the working site. He determined that we had not updated for so long that the transfer collapsed each time he tried to migrate the database. Numerous attempts and several patches failed.
- President David directed our webmaster to work directly with Ray to accomplish the database transfer. Discourse broke down and the webmaster stopped answering emails. David did not renew his contract, and we have been without a webmaster since Dec. 1.
- Search for a new webmaster was announced to branch presidents, newsletter editors, webmasters and reps. Job description: CWC WEBMASTER NEEDED. The CWC is looking for our next state webmaster. Duties include: software maintenance of the CWC and CB Forum websites; managing the domain name license(s) and hosting account; changes to site branch links as directed, addition or removal of special notices, and removal of outdated material and links as specified by the PR Director; regular data security, backup, archiving, and recovery; software updates to be completed within six (6) months of availability; and brief quarterly written activity reports submitted to the PR Director. Any needed major redesigns or changes will be separately contracted.

In terms of skills, we need somebody who has the ability to follow directions, to work cooperatively with others as well as independently, the ability to solve technical problems, familiarity and experience with Word Press, general knowledge of 'Dynamic Webpage' architecture, and familiarity with web technology (HTML, FTP). Experience and familiarity with CSS, mySql, and PHP is a plus. Contracted monthly compensation will be determined based on experience, skills, and the Club's ability to pay. The estimated workload is 2-4 hours per month barring (separately negotiated) major upgrades. Interested webmasters should contact Ray Malus at rmalus@roadrunner.com. We look forward to hearing from you. Deadline February 15."

Respectfully submitted/ Donna McCrohan Rosenthal, Public Relations Director 1/1/15

For Jan 25 Central Board Meeting  
2015 Literary Review Status, submitted by Dave LaRoche

Submission window – Sep 1, 2014 to Oct 31, 2014

Work submitted: Essay – 5  
Fiction – 53  
Memoir – 40  
Poetry – 36  
TTL received = 134 (TTL previous issues 2014= 207. 2013= 152. 2012= 116)

Branches represented:	WOK – 1 pc, 1 author	NV – 7 pcs, 5 authors
	TV – 21 pcs, 15 authors	MD – 6 pcs, 4 authors
	SFV – 4 pcs, 3 authors	MC – 16 pcs, 12 authors
	SF/P – 12 pcs, 7 authors	M – 5 pcs, 3 authors
	SB – 11 pcs, 7 authors	LB – 7 pcs, 5 authors
	SAC – 7 pcs, 6 authors	IE – 4 pcs, 4 authors
	RW – 8 pcs, 5 authors	HD – 19 pcs, 12 authors
	OC – 3 pcs, 2 authors	CC – 1 pc, 1 author
		B - 1 pc, 1 author

Story Editors:

Mark Piper, Marin  
Barb Truax, Marin  
Roberto Haro, Marin  
Martin Gorsching, WOK  
Elisabeth Tuck, Mount Diablo  
Jackie Mutz, South Bay  
Jana McBurney-Lin, South Bay  
Coleen Rae, Marin

Copy Editors:

Composition – a selection from above  
Final Mag layout – Ann Damaschino, Mt Diablo

Editor's Comments:

While there are fewer submissions for this issue than last, they appear of a higher quality. That may be explained by the observation that many authors previous selected are again submitting. It may also be that our better writers are seeing an advantage as the publication improves.

Selected work will be content edited this time. Structure, agreement, tense, punctuation, and spelling are all on the list. Story problems beyond the foregoing: if a story is worthy and problem is technically minor, it may be negotiated with the author. (A great story will not be omitted because of a minor glitch.)

Are we on track? I think so, and expect to publish this early Spring.

Dave LaRoche, Ed  
CWC Literary Review





## California Writers Club

### COMMITTEE ON DOCUMENT RETENTION AND STORAGE (01/25/2015)

At the July meeting, I was asked to form a committee to explore this subject, and to institute discussions on The Forum germane to it. I enlisted Bob Isbill to serve with me. (Joyce Krieg was to have been asked to serve as a third member. I delayed asking her until she had dispatched her duties as Secretary. As of this report that has not been done, so the committee remains at two.)

The aims of the Committee were to gather opinions from the membership on the subject, distill them and present them — along with proposed sample solutions.

The inquiry was divided into two very different issues:

1. Preservation of physical documents and artifacts. (Papers, trophies, et. al.)
2. Preservation and distribution of electronic documents.

Participation in both discussions was minimal. The entries follow.

(NOTE: In the following, the text is copy/paste from the Forum posts.)

### **Preservation of physical documents and artifacts. (Papers, trophies, et. al.)**

(San Fernando Valley [Chair])

*It seems to me the steps should be:*

1. *Identifying and cataloging what we have.*
  2. *Culling and discarding what is not really important.*
  3. *Deciding what should be digitized and included in the other half of this project. (I would imagine this will be almost everything not culled.)*
  4. *Formulating and executing plans for digitizing. (There are scanning services — but things like bound volumes will be a problem.)*
  5. *Deciding what 'originals' need to be preserved.*
  6. *Formulating and executing a plan for preserving these.*
- (Feel free to suggest revisions to this plan.)*

*I am fine with serving as a 'collection point' for step 1.*

*Almost all of the of rest this will need to be done in Northern California, I suggest we eventually establish the position of State Historian to oversee it.*

*In addition, I think a small number of trusted Senior members (not necessarily Reps) needs to be identified to make the decisions necessary in steps 2 and 5.*

(Marin Branch)

*Physical archives should remain with the individual branches. If a branch no longer exists, it should forward the materials to the Central Board Historian who will curate and archive noteworthy items. A public storage locker with file cabinets and shelving could be maintained by the Central Board for this use.*

*Physical storage should include anything that is not digitally stored. Mostly, artifacts, banners, printed publications, flyers, and hard copy photography. Storage would be at the discretion of the acting historian.*

### **Preservation and distribution of electronic documents.**

The approach here was to first solicit requirements (What do we need to do?), then formulate solutions (How should we do it?).

Other than a general recommendation that we use 'cloud technology', only two sets of requirements were submitted:



(Marin Branch)

*I suggest storing electronic documents in a “cloud” environment. There are many reputable companies that do this for little or no cost.*

**DOCUMENTS TO BE ARCHIVED:**

*Final minutes, photos, bulletins, award ceremonies, publications and miscellaneous (anything that future generations might enjoy).*

(San Fernando Valley [Chair])

- 1. Access should be possible from any Internet-connected device.*
- 2. Any member of the EC should be able to store a document.*
- 3. Any member of the C.B. (Any CWC member?, Any individual? [See 7. Security.]) should be able to retrieve a document.*
- 4. The facility should be able to store multiple file formats: Images, and zip archives. (We may want to add .doc, .xls, and .rtf files, but I, personally, would advise against it. These files should be immutable. These other formats can be saved as .pdfs.)*
- 5. There should be some sort of ‘search’ capability.*
- 6. There should be minimal maintenance and administration — in particular when Board and EC members change.*
- 7. Security. This will probably be a completely separate sub-topic. I do feel the solution should have multiple access permissions, i.e. “Not everyone can see everything...” but that’s a knee-jerk kind of thing. In practice, I can’t think of much we want to conceal or keep private. I’m really eager to hear your thoughts on this one. As I say, if it heats up, we can move it to a separate thread.*  
*Fire away!*

Since there were no conflicts to be resolved, the Committee will present a sample solution at the meeting in Oakland.

Respectfully Submitted,

Ray Malus,  
Chair, Committee on Document Retention and Storage  
Central Board, California Writers Club

December 31, 2015



## **High Desert CWC Dorothy C. Blakely Memoir Project Mid-Year Report**

Mary Langer Thompson is Project Director for 2014-2015 DCB Memoir Project.

September: Trio of HDCWC DCB Memoir staff gave presentation on the project to the Jess Ranch Community Church. High interest in the project from the women attending. Sold 14 copies of the "Let It Be Recorded..." anthology.

HDCWC had to decline offer from Serrano High School English teacher to do the DCB project. Committed to the Academy of Academic Excellence for the second year.

September 10, 2014 Met with the 30 students for the first time. Students highly motivated because we had an anthology published and were able to show it to them. Innovation is that we have 12 mentors who are assigned small groups (2-3) students for personal one-on-one instruction. Worked out well, and very efficiently.

October: Classes on outlining and dialogue. Met with students and they gave a short introduction of their Memoir Star to the mentors. Showed memoir books written by HDCWC authors.

Anthologies were displayed and on sale the the Art Show at the Aspen by VP Michael Raff.

November 8: Story Structure and Writing Your Log Line. Tania Ramos taught "Point of View". Students subsequently created their Log Lines and submitted them. Showed they were getting the theme of their stories and what they all were really about.

Our group—was invited to a conference(National Council of Teachers of English or NCTE) in Washington D.C. to join other groups in a conversation of school projects. This was through the National Center of Literacy that is associated with NCTE. Tania Ramos represented us in Washington, D.C. Got National recognition and several schools were interested in the project. Tania passed out bookmarks and literature on the DCB Memoir Project. We plan to follow up by attending in 2015 in Wisconsin.

December: Taught "Settings". Met with students on December 11 and reviewed and gave them feedback on first drafts that came in on December 4. Jenny Margotta gave excellent class on editing.

Plan is to have individualized guidance with mentor to students and believe that this will result in better submissions. Anthology is to be edited and published by May of 2015. Students will then have time for public readings and celebration prior to graduation.

**Friends of Joaquin Miller Park (FoJMP)**  
Report January 25, 2015 by Linda Brown

**What's Brand New**

1) **New leadership** Emily Rosenberg representing the Oakland Dog Owners Group (O'DOG) assumed the presidency of FoJMP replacing Judi Banks, Metropolitan Horsemen's Association (MHA), who served five years. Doug Wong, a former fire fighter, volunteer, and member of the soon-to-be dissolved Wildfire District joined the FoJMP as an at-large member.

Emily:

- arranged for the leaders of Oakland Parks & Recreation (OPR) and Oakland Public Work (OPW) to participate in a discussion at the FoJMP January 12 meeting; \* and
- coordinated with the Oakland Parks Coalition and OPW for a volunteer day in September 2014 at the lower Cascade to:

1) Pull weeds, clean out dead plants, and lay weed barrier, and

2) Replant on January 19, 2015, subject to the City's retrieval of its Cascade master plan.

The FoJMP donated money for this work as well as participated. (I was out-of-town). Mayor Quan, a long-time Park supporter showed up along with over 150 volunteers.

Emily also invited new City Council member, Annie Campbell-Washington to meet with us; a date has not been set. I met Annie in December.

\* The FoJMP hopes this meeting will break the logjam of OPR stonewalling projects that have support of the FoJMP and OPW. Issues include trail/Ranger Station/general maintenance, history wall in the Community Center, and kiosk upgrades, additions, and content standardization, both global and site-specific. These photos show two of the three standing kiosks that were part of the six original ones.



I chaired the Kiosk Committee that made preliminary recommendations to OPR in June 2014.

2) **Updated park maps** At-large member Tom Gandesbery designed an updated map that is more compact than the watershed map that Friends of Sausal Creek (FOSC) member Karen Paulsell had begun before she was sidelined with surgery. I asked both to add the California Writers Memorial Grove. Status: Status: Awaiting final map(s) that must be approved by OPR.

3) **OPR's Community Focus meetings** Emily and I along with two or three other FoJMP members participated in different meetings in December. We expressed our concerns about the issues mentioned above as well as general JMPark stewardship.

OPR promoted these meetings as an opportunity for community/park user input. However, the real purpose appeared to be gaining community support for a City Council vote on impact fees from

developers, and directing these monies to those parks with recreation centers, which JMPark does not have.

From news reports, new Oakland mayor Libby Schaaf (formerly of the Council member for Joaquin Miller Park) supports these fees.

4) **CPA Public/Private Partnership Webinar and April Greener is Greater Conference** FoJMP paid for Emily and me to participate in a November 12 webinar, *How to Develop Public/Private Partnerships* sponsored by the City Parks Alliance (CPA). We learned that trust is paramount for such partnerships to work. Given concerns, it may be premature for the FoJMP and the OPR to begin such partnerships.

CPA will hold its *Greater & Greener* symposium in San Francisco April 11-14, 2015. The East Bay Regional Park District and the San Francisco Park Foundation are both sponsors. OPR has expressed weak verbal interest in participating.

5) **New entrance sign and bench** OPR or OPW installed a new sign at the main entrance and a new bench near the theatre—all without notice to, or discussion with, the FoJMP.

### Other News

1) The California Writers Club was listed in the program for the 12<sup>th</sup> biennial Jack London Symposium held in Berkeley, October 30--November 1. The heavy rain and tight schedule prevented us from going to the Park. Instead, I briefed participants at the Berkeley City Club.

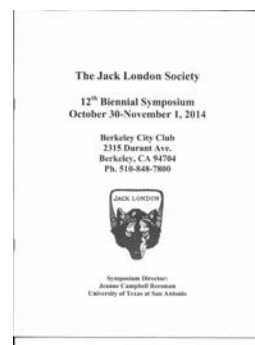
I learned that early CWC member and civic leader Eunice Lehmer co-founded what was then the Berkeley Women's Club before holding a leadership position for the Joaquin Miller Park Woodminster Committee for 11 years. Read more about Eunice at [www.cwc-berkeley.org](http://www.cwc-berkeley.org) in the January 2015 *Write Angles*.

2) Former at-large FoJMP member Stan Dodson requested a \$1,500 grant request to help fund a 10-minute documentary about Oakland's wildland park trail system. Plans are to showcase history, creek restoration projects, and park stewardship results. The documentary will end with a Dimond District to Joaquin Miller Park hike on a typical park day and fade-out with a sunset view of Oakland and the San Francisco Bay from on a ridge in Joaquin Miller Park.  
Status: Vote likely on January 12.

3) For the fifth-year, I and another FoJMP volunteer, will staff a display table at the Piedmont Pines Neighborhood Association (PPNA) annual meeting at Chabot Space & Science Center (in the Park) on Monday, January 26.

4) The fiscal agent for FoJMP, the Friends of Oakland Parks & Recreation (FoOPR) has major news to announce this month, but what is unknown..

5) Mountain Yoga, a business in the nearby Montclair District, recently posted pictures of all the yoga instructors posed at the Cascade, which is now known as a wellness spot. Here are a few photos:



## Publicity/PR Report for CWC CB, 25 January 2015: Scholarships and Endorsements

### Scholarship

- P&P require 1) career writing; 2) minimum of \$3000; 3) committee to set criteria; 4) Changing this requires P&P revision.
- We previously discussed whether to do a statewide scholarship through a university or dispense the accumulated earmarked funds through branches for local scholarships.
- One big scholarship through a university would create a large, prestigious scholarship visible to all who read the college catalogue or see media coverage about it and its recipients. This could be our big chance to do something significant at the state level. We could set the standards but the university would have the responsibility of reviewing and selecting recipients. The IRS would look favorably on a CWC-level project. On the other hand, some reps preferred the idea of dividing the scholarship among the branches for each to distribute. The topic went back to the forum.
- In late December, a forum motion was posted to disburse some scholarship funds individually to NorCal branches and one large sum to CWC South to work with a university. The vote has not been taken at this writing.
- We will discuss the topic at the January 2015 CB meeting.

### Endorsements

- A motion to set interim sponsorships/partnerships/endorsements/member benefits policy will be posted on the forum on or before January 5. Outcome of the vote is not known at this time.
- We will discuss the topic at the January 2015 CB meeting.
- We will vote at the January 2015 CB meeting on whether and how to continue our relationship with Fearless Literary Services.

Respectfully submitted,  
Donna McCrohan Rosenthal, P/R Director,  
1/1/15