



**CALIFORNIA WRITERS CLUB**  
**Central Board Meeting Minutes - Draft**  
**Sunday, January 29, 2017**  
**Holiday Inn & Suites Airport, Oakland, CA**

**CALL TO ORDER:** Meeting called to order at 8:30 a.m. by President Joyce Krieg, who welcomed those attending, and issued ground rules for the meeting.

**ROLL CALL:**

Berkeley –	Kymberlie Ingalls
Central Coast –	Lana Bryan
Coastal Dunes –	Jenna Johnson
East Sierra –	Donna McCrohan-Rosenthal, VP
Fremont –	Evelyn LaTorre
High Desert –	Robert Isbill
Inland Empire –	Sue Andrews
Long Beach –	Kathryn Atkins
Marin –	John Byrne Barry
Mendocino –	Molly Dwyer
Mt. Diablo –	Elisabeth Tuck, Secretary
Napa Valley –	Kathleen Thomas
North State –	Cathy Chase
Orange County –	Jeanette Fratto, member-at-large
Redwood –	Sandy Baker
Sacramento –	Kimberly Edwards
San Fernando Valley –	Andrea Polk
SF/Peninsula –	Bill Baynes
San Joaquin Valley –	Scott Evans
South Bay –	Bill Baldwin, Treasurer
Tri-Valley –	Sharon Svitak
Writers of Kern –	proxy held by Vice President Donna McCrohan-Rosenthal

All above listed were present. The president declared a quorum and business could legally be conducted.  
Guests: Kathi Hiatt, North State; and Pamela Oliver-Lyons, South Bay

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**Discussion:** President Krieg stated that the San Joaquin Valley group had met the criteria for chartering and recommended that we charter the branch.

**Motion:** Moved by Sharon Svitak (Tri-Valley), seconded by Kim Edwards (Sacramento) that since San Joaquin Valley had met the criteria for chartering, that we should charter San Joaquin Valley as a CWC branch.

**The motion passed unanimously.**

### **PRESIDENT'S REPORT:**

### **STANDING COMMITTEE REPORTS:**

#### **SECRETARY'S REPORT (Secretary Elisabeth Tuck):**

The revised minutes of July 24, 2016 Central Board Meeting were presented.

The following revisions were requested:

-Change Bob Isbill's guest Kevin's last name to Morse in two places.

-Add under "During Lunch": Ray Malus gave an extensive and thorough demonstration of E-Voting as a new feature of MRMS.

-Correct under "Old Business": High Desert's project name to Dorothy C. Blakely.

-Add under "Appointments": Bob Isbill as Advertising and Promotion Director.

-Move from "Voted to Appointed":

Interim Treasurer – David George

Executive Committee Member-at-Large – Jeanette Fratto

**Motion:** Moved by Kathryn Atkins (Long Beach), and seconded, to accept the revised minutes of the July 24, 2016 CWC Central Board meeting.

**The motion carried unanimously.**

Minutes of E-business conducted between July 24, 2016 and January 29, 2017:

**Motion:** Moved by Vice President Donna McCrohan-Rosenthal (East Sierra), seconded by Sharon Svitak (Tri-Valley) to accept e-business.

**The motion carried unanimously.**

#### **FINANCE REPORT (Treasurer Bill Baldwin):**

**See attachment 2017-01-01, "2016-2017 Budget, 2015-16 Actual Expenses vs. Budget, Summary,**

**Motion** by Treasurer Baldwin (South Bay), second by Svitak (Tri-Valley) to accept the 2016-17 budget as revised.

**The motion carried unanimously**

#### **EXECUTIVE (President Joyce Krieg):**

**See attachment 2017-01-02, "CWC Executive Committee Report"**

##### **Insurance**

Our insurance cost has increased \$1386 due mostly to extending liability coverage to branch officers. 2016 cost: \$3904; 2017 \$5290. The broker charges us \$500, bringing the total to \$5790. We had budgeted \$4,500.

President Krieg authorized the increase and is calling for volunteers to research less costly alternatives.

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### **IRS Group Exemption**

Forms to be sent in by branches with officer names and mailing addresses

### **Barbara Truax (Marin branch) memorial donation**

Past CWC President Barbara Truax passed away Oct 31, 2016. President Krieg attended the memorial service Dec 9 along with past CWC President Dave George. The Executive Committee approved a donation of \$100 in the name of CWC to one of her favorite charities, the American Association of University Women's Tech Trek, a science camp for 8<sup>th</sup> grade girls.

### **Storage Locker**

**President Krieg** requested that CWC rent space at Cube Smart in Fremont to store various CWC items such as the speaker system, Jack London banner, the Perham Nahl woodcut of the corporate seal, display banner and its stand, and boxes of archived material.

**Motion** by Sharon Svitak, seconded by Molly Dwyer to spend up to \$750 annually on a storage locker.

**The motion carried unanimously**

### **PUBLIC RELATIONS/PUBLICITY & WEBSITE (Vice President Donna McCrohan-Rosenthal)**

See Attachment **2017-01-03**, "CWC Publicity/Public Relations Presented at January 29, 2017, CB Meeting" by VP McCrohan-Rosenthal and "Webmaster Update January 14, 2017" by John Byrne Barry

Vice President McCrohan-Rosenthal announced she is resigning as Publicity/PR Chair effective at close of business today.

**Motion** by Vice President McCrohan-Rosenthal (East Sierra), seconded by Bob Isbill (High Desert)

*Family Tree Magazine* has offered CWC members \$3 off a one-year subscription (7 issues). Price would be \$24 vs. the \$27 "standard intro price" Members would subscribe on the magazine's website using a coupon code such as "Calwriters" that would expire March 31, 2018. There would be no cost to us. I move that we enter into this agreement with *Family Tree Magazine* and notify our members of this offer. We would do so by email blast to branch presidents and newsletter editors. We would not post it on the Calwriters.org website.

15 yes/aye

5 nay

2 abstain

**The motion carried.**

**Motion** by Vice President McCrohan-Rosenthal (East Sierra), and seconded by ?

*Writers Digest* offered a discount to CWC members. Current online cost is \$21.95 for print or digital. They will offer the same options to the club for \$14.95. Expiration on this agreement would be 12/31/17. To manage fulfillment, the CWC would periodically collect orders and send a check to *Writers Digest* including the names addresses, and email addresses of the subscribers. I move that we enter into this agreement with *Writers Digest Magazine* and notify our members of this offer. We would do so by email blast to branch presidents and newsletter editors. We would not post it on the calwriters.org website.

20 yes/aye

1 nay

1 abstain

**The motion carried.**

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**Motion** by Vice President McCrohan-Rosenthal (East Sierra) and seconded by ?

*Publishers Weekly*: (a for-profit business) PW Select charges \$149 to participate in PW Select, for which author's books appear in *Publishers Weekly's* print and digital edition, the home page of PublishersWeekly.com, the home page of BookLife.com, BookLife's weekly email newsletter to 18,000 recipients, BookLife's Twitter and Facebook channels. A digital subscription and other listings are included in the promotion. I move that we notify our members of this opportunity. We would do so by email blast to branch presidents and newsletter editors. We would not post it on the calwriters.org website.

20 yes/aye

0 nay

2 abstain

**The motion carried.**

**Motion** by Vice President McCrohan-Rosenthal (East Sierra) and seconded by ?

Book Expo, a trade show that is the major book industry event in the US (May 31-June2) has offered discounts to CWC members to display their books in the New Title Showcase for \$145 for eBook or print book, or \$210 for both. This represents a discount of approximately 50% and includes physical display, electronic display, and listing in their show catalogue. There is no minimum number of participants and no cost to us. I move that we enter into this agreement and notify our members of this opportunity. We would do so by email blast to branch presidents and newsletter editors. We would not post it on the calwriters.org website.

21 yes/aye

0 nay

1 abstain

**The motion carried.**

**Motion** by VP Donna McCrohan-Rosenthal, seconded by ?: that we help 1888 Center get the word out on their three two-week California Writing Residencies at Lake Arrowhead (submission period is from January 1 through February 29) and allow 1888 to credit us on their website as a literary arts partner, providing a link to our site. I further move that we put a news piece about the residencies on our website, referring to 1888 as a literary arts partner.

21 aye/yes

0 nay

1 abstain]

**The motion carried**

## **MEMBERSHIP (Chair Sharon Svitak)**

See attachment **2017-01-04**, "CWC State Membership Report January 2017 CB Meeting"

## **MRMS REPORT** (Svitak for chair Ray Malus, San Fernando Valley)

See attachment **2017-01-05**, "MRMS State System Administrator Report for Half Year Ending 12-31-2016"

See attachment **2017-01-06**, "MRMS E-Ballot Facility"

**Motion** by Isbill (High Desert) seconded by Baynes (SF Peninsula): Adopt MRMS Document Vault as the official document repository for CWC.

1 yes/aye

14 nay

7 abstain

**Motion failed to carry.**

## **NEW BRANCH DEVELOPMENT**

President Krieg noted a need for a New Branch Development Chair. Inquiries have been received from writers in San Diego and Santa Cruz about possibly starting branches. Svitak volunteered to assist with inquiries from areas in Northern California; VP McCrohan-Rosenthal said that CWC South could assist with inquiries from areas in Southern California. Svitak volunteered to write up a “how-to” with steps as to how an emerging branch would achieve chartering. The P&Ps do not cover this in sufficient detail.

## **LITERARY REVIEW** (Secretary Tuck for Editor Dave LaRoche, South Bay)

See attachment **2017-01-07**, “2017 Literary Review Status as of 1/12/2017” & “2017 Lit Review Schedule/Plan Report”

The board expressed its thanks to Dave and his team of volunteer readers.

Concern for the quality of the cover, layout, and copy editing of the *Literary Review* was expressed. It was decided to continue this discussion in the afternoon session.

## **THE BULLETIN** (Isbill for Editor Rusty LaGrange, High Desert)

See attachment **2017-01-08**, “The Bulletin . . . Changes for 2017”

See attachment **2017-01-09**, “Report to the Central Board 01/11/2017”

President Krieg distributed printed copies of Editor Rusty LaGrange’s guidelines for submissions to *The Bulletin*.

**Motion** by Isbill (High Desert) seconded by Svitak (Tri-Valley) to update the CWC Policies and Procedures Section XI E (6) as it concerns *The Bulletin*

## Policies and Procedures Section XI COMMITTEES AND SPECIALTY DIRECTORATES

### E Standing Committees.

#### 6) *The Bulletin*

(a) The official newsletter of the CWC shall be *The Bulletin*.

(b) The editor of *The Bulletin* shall chair this committee. The chair may recruit other members of the CWC to assist in production and circulation.

(c) *The Bulletin* shall be produced bimonthly and mailed to all members in good standing and certain other people and agencies that the editor deems will further the purposes of the CWC. (d) Advertising and sponsorship for *The Bulletin* is encouraged, but it must conform to Publication 417 of the United States Postal Service for nonprofit organizations.

(e) Branches are encouraged to submit information to the editor for publication in *The Bulletin*, but the editor is the sole authority on what is printed and may edit the material for length and content.

(f) Branches may advertise local events, such as conferences, workshops, and other activities by having inserts included in *The Bulletin*, but shall reimburse the central board for the direct expense, not including postage, of the printing.

Change to:

## Policies and Procedures Section XI COMMITTEES AND SPECIALTY DIRECTORATES

### E Standing Committees.

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*The Bulletin*

- (a) The official newsletter of the CWC shall be *The Bulletin*.
- (b) The editor of *The Bulletin* shall chair this committee. The chair may recruit other members of the CWC to assist in production and circulation.
- (c) The *Bulletin* shall be **digitally** produced **three (3) times a year**, and distributed to all members in good standing and certain other people and agencies that the editor deems will further the purposes of the CWC. ***The Bulletin* shall be posted on the CWC website upon publication.**
- (d) Advertising and sponsorship for *The Bulletin* is encouraged, ~~but it must conform to Publication 417 of the United States Postal Service for nonprofit organizations.~~
- (e) Branches are encouraged to submit information to the editor for publication in *The Bulletin*, but the editor is the sole authority on what is printed and may edit the material for length and content.
- (f) Branches may advertise local events, such as conferences, workshops, and other activities by having inserts included in *The Bulletin*, ~~but shall reimburse the central board for the direct expense, not including postage, of the printing.~~ **in accordance with the posted advertising rates. Articles announcing such events shall be published at the discretion of the editor at no charge to the branches.**

- 17 yes/aye
- 1 nay
- 2 abstain

**Motion passed.**

**ADVERTISING AND PROMOTIONS** (Chair Bob Isbill)

See attachment **2017-01-10**, “CWC Advertising & Promotions Report” & “High Desert Barnes & Noble Book Fair Participation Request”

Isbill distributed a graphic that shows sizing and prices for advertising in the CWC *Literary Review* and *The Bulletin* and requested that branches put it on their websites and distribute copies to their members and speakers.

**CWC Forum** – (Chair Bob Isbill)

See attachment **2017-01-11**, “CWC Forum Report for January 29, 2017 from Forum Admin Bob Isbill”

**REGIONAL REPORTS:**

**CWC NorCal Group** (Sandy Baker for NorCal Chair Carole Bumpus, SF Peninsula)

See attachment **2017-01-12**, “2017 Norcal Report for the State Board Meeting January 29, 2017” & Attachment **2017-01-13**, “CWC Norcal Group Report on Building Better Branches 2016 Leadership Conference”

**CWC South** (Chair Vice President Donna McCrohan-Rosenthal)

See attachment **2017-01-14**, “Report from CWC South (southern region, CWC) Presented at Jan 29, 2017, Central Board meeting”

**OLD BUSINESS**

**Nominating** (Chair Jeanette Fratto)

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Fratto has carried out this position for three years and requests that another representative volunteer for this function for 2017.

**Dorothy C Blakely Memorial Project** (Chair Bob Isbill)

See attachment **2017-01-15**, “The Dorothy C. Blakely Memoir Project Report for Jan 29, 2017”

**Friends of Joaquin Miller Park**

See attachment **2017-01-16**, “Friends of Joaquin Miller Park January 29, 2017 CWC-Central Board Meeting”

Linda Brown, Berkeley

The report included a request for \$50 to pay for the club’s annual membership to Friends of Joaquin Miller Park.

**Go To Meeting**

See attachment **2017-01-17**, “Go To Meeting Report” Doug Brozell, Napa Valley

Meeting recessed for lunch 12-1 p.m.

**CWC Literary Review**

**Motion** by Kathryn Atkins (Long Beach), seconded by Molly Dwyer (Mendocino) states

“we have the greatest interest that our *Literary Review* represents our 108 year old club in the best possible light.

“Because the Central Board representatives have received concerns from their branch members that their writers are not confident their writing will be professionally represented, we move to appropriate up to \$700 to professionally line-edit and proof read the upcoming Spring 2017 *Literary Review* before it is published.

“The CWC Executive Committee has final review before going to the publisher.

“Final allocation of funds for publishing the 2017 *Literary Review* is dependent on meeting these conditions.”

21 ayes

1 abstain

0 nay

**Motion passed.**

The Central Board directed President Krieg to meet in person with Editor Dave LaRoche as soon as possible to convey the content of this motion to him.

**NEW BUSINESS**

**Scholarship**

See Attachment **2017-01-18**, “Background information for this Motion for the Distribution of CWC Scholarship Funds”

Motion made by Kathleen Thomas (Napa Valley)

“Whereas the California Writers Club has a named scholarship fund of approximately \$20,000;

And whereas, there has been considerable discussion over the years with no conclusive decision to make use of these funds;

And whereas, it is our fiduciary and moral duty to contribute to our communities as a State of California non-profit

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organization;

And whereas, one of our defining purposes is to foster professionalism in writing, promote networking of writers with the writing community, mentor new writers, and provide literary support for writers and the writing community through education and leadership;

And whereas, this monetary support could positively assist each Branch of CWC to support its community of writers in writer related events and services;

And whereas, scholarship and educational awards given by twenty-one branches will provide positive awareness and publicity of the local Branch and of CWC in general;

Therefore, be it resolved that beginning April 1, 2017, each Branch will receive \$500 from the CWC scholarship fund to be used as a scholarship or educational award program in their local community;

Further be it resolved that this \$500 allotment will be automatically sent to each Branch unless the Branch opts to the CWC President by close of day, March 15, 2017;

Further be it resolved, that for every Branch with more than 100 members, their allotment will increase an added \$100 with each additional block of members up to 99. For instance, Central Coast with 138 members will receive \$600. Napa Valley Writers with 81 members receives \$500, and Redwood Writers with a membership of 325 will receive \$700. (Actual numbers may be different; loosely based on 2016 – 2017 figures);

Further be it resolved, that each Branch is responsible for using the scholarship money for specific branch activities or programs that carry out CWC's mission of educating writers, including registration fees for writers conferences, prison outreach programs, award money for student writing contests, traditional college scholarships, and other uses as the Branch determines;

Further be it resolved, as each Branch commits to how they will use their scholarship money, they will report to the Central Board so that information can be shared with other Branches;

Further be it resolved, that CWC Scholarship fund allotments may not be used for the day-to-day operation of the branch;

Further be it resolved, if the Branch hasn't used the scholarship allotment within 12 months of receiving the award, it reverts back to the CWC scholarship fund;

Further be it resolved, neighboring Branches that wish to pool their scholarship allotment for a larger scholarship award in their geographic area have the option to do so;

Further be it resolved, each Branch will be responsible for publicizing CWC in their scholarship awards. Copies of such publicity will be forwarded to CWC. Each Branch also will submit a Scholarship Fund Update to the Central Board at each January CB meeting;

Further be it resolved, if the scholarships continue to be given to the Branches on an annual basis, the same procedures will be in place or can be amended by a committee appointed by the Central Board before September 2017;

Further be it resolved, as the CWC scholarship fund declines, CWC and its Branches may consider means to supplement the scholarship fund, reduce allocations, or allow the fund to diminish in its entirety;

Be it resolved, on this 29<sup>th</sup> day of January, the Central Board of California Writers Club hereby approves this motion.

**The motion was withdrawn.**

### **Bylaws Update** (President Krieg)

See Attachment **2017-01-19**, "Bylaws Update"

Though no formal vote was taken, the board gave President Krieg general direction to amend the by-laws with a ballot mailed to each member rather than attempting to incorporate a ballot into the next *Literary Review*.



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**Summer Joaquin Miller Park Annual Picnic** (President Krieg)

See attachment **2017-01-20**, “CWC Annual Picnic at Joaquin Miller Park”

**Motion** by Svitak (TriValley) second by Baker (Redwood) to discontinue the picnic

19 yes/aye

1 nay

0 abstain

**Motion passed.**

**CRWROP**PS (Secretary Tuck)

See Attachment **2017-01-21**, “Creative Writing Opportunities (CRWROPPS)”

This is a list-serve anyone can sign up for to see possible opportunities for contests/publication.

**Jack London Awards** (President Krieg)

A chairperson is needed to coordinate the awards luncheon and presentation of plaques at the July Central Board meeting.

**OPEN FLOOR** (Items not on agenda)

Scott Evans, San Joaquin Valley: At their Annual Conference on Creative Writing the University of the Pacific, Stockton, awards \$500 for the best unpublished novel. This year’s conference is June 23- 25.

<http://www.writersconferenceatpacific.com>

Vice President Donna McCrohan-Rosenthal, East Sierra: The Copyright Office will undergo dramatic changes. The Authors Guild is seeking comments and suggestions from authors. VP McCrohan-Rosenthal distributed an article to the effect that the arts are under threat by proposed cuts to the National Endowments for the Arts and encouraged reps to inform their members and urge them to voice their concerns to their representatives in DC.

Bob Isbill, High Desert gave his 180 day notice that as of the July 2016 he will resign as Forum Moderator/Administrator and Chair of Advertising and Promotions.

Sandy Baker, Redwood: At the upcoming Redwood branch meeting on Sun, May 21, 2:30pm – 4:30pm, Dana Gioia, the new California Poet Laureate, will be the guest speaker.

**NEXT MEETING** President Krieg

Sunday July 23, 2017. After informal discussion, it was determined that the Oakland Holiday Inn is a satisfactory venue and President Krieg was directed to make arrangements for the July 23 meeting at this location

**Motion:** to adjourn made by Vice President Donna McCrohan-Rosenthal (East Sierra) seconded by Treasurer Bill Baldwin (South Bay)

**Motion passed unanimously.**

**Meeting adjourned at 3:58 p.m.**

Respectfully submitted,

Elisabeth Tuck, Secretary, California Writers Club Central Board