



CALIFORNIA WRITERS CLUB
Limited-Attendance Central Board Meeting Minutes
Sunday, January 19, 2020
Waterfront Inn, Jack London Square, Oakland, California

CALL TO ORDER: Meeting called to order at 9:15 a.m. by President Donna McCrohan Rosenthal, who welcomed those attending, and issued ground rules for the meeting.

ROLL CALL

Donna McCrohan Rosenthal	President
Roger Lubeck	Vice President, Redwood
Elisabeth Tuck	Secretary, Mt. Diablo
Anthony Becker	Treasurer, Inland Empire
Jeanette Fratto	Member at Large, Secretary CWC-South, Orange County
Sandy Moffett	Membership Chair, Chair CWC-South, Writers of Kern
Carole Bumpus	NorCal Group Chair, SF Peninsula
Bob Isbill	Publicity & Program Chair, Advertising, Forum Admin, High Desert
Fred Dodsworth	Literary Review, Berkeley

Carole Bumpus updated us on the Feb. 13-16 San Francisco Writers Conference at the Hyatt Regency Embarcadero and the agreements she has worked out with them.

-2020 will be the 8th year that CWC has had a booth at the SF Writers Conference. Carole pointed out to Barbara Santos that the CWC is a 2000-person market for the conference.

-Initially this year the conference offered the Club 2 passes for the all-day Saturday poetry summit. Due to Carole's negotiations, they are now offering 2 passes per branch. Presumably, travel, accommodation and food expenses will be the responsibility of the attendees.

-CWC will staff an Ask-the-Pro booth where attendees can briefly ask questions and obtain answers.

-Additionally, CWC will staff a panel discussion titled, "Book Written, Conference Attended, Notes Taken...And Now What? The Big Unknown: Plan for It and Succeed."

Panelists include Kim Edwards, Sacramento
 Kristen Caven, Berkeley
 Darlene Frank, SF Peninsula
 Carole Bumpus, moderator

-Carole and Barbara will have a booth for their books since they both write the same genre.

Summary of Executive Committee Actions including finances as of August 1, 2019 sales tax, statement of information, insurance, unrelated business income ...) and trips to Oakland. Appoint nominating committee.

-Some bills or payments had not been paid as of the July meeting when Anthony became treasurer. In some cases, the Club has had to pay additional tax and/or interest. Donna (via trips to Oakland) and Anthony with a great deal of dedicated help from our accountant, Steve McElroy, have straightened out those obligations.

-The statement of information is crucial for banking and has been updated.

-Unrelated business income refers to taxes the Club must pay on advertising revenue from the *Literary Review* or the *Bulletin*. We are taxed on amounts related to the mission of the Club.

-All current CB officers agree to stand for another year. This slate will be published in the February *Bulletin*. Bob Isbill will chair the nominating committee.

-MRMS has a section on how to record membership. Sandy Moffet, membership chair, sent a link to the MRMS information to branch membership chairs—at least to those recorded in MRMS.

-Roger suggested that the branch presidents should see and review the branch treasurer reports that are sent to Steve McElroy.

-Carole wants job descriptions for treasurer (there should be a manual that all incoming branch treasurers receive) and for branch membership chairs. Building Better Branches is part of the NorCal Leadership Conference. The conference will be held in September.

-Sandy requested that the Southern branches be included in NorCal's Leadership Conference. Carole said they are welcome.

-Donna asked if there should be a line item in the state budget to cover travel and accommodation for the conference.

-The question was asked whether the conference could be recorded and made available to all branches.

What do we do about branches reporting (and not reporting) taxable items such as anthologies or should central absorb the sales tax?

-Anthologies are considered merchandise taxable at the branch's county rate. Books donated to the branch then sold are also merchandise.

-Authors selling their books at CWC events are expected to pay their own taxes and have their own permit.

501 (c) 3 vs. 501 (c) 6 and Group Exemption Determination Letter. Discuss appeal process, implication of tax deductions.

-Branch activities aren't truly charitable. Many charge more for non-members to attend events. The state Club is a 501 (c) 3; the branches are 501 (c) 6. If the state were to lose the c3 status, we would be charged about \$2,000 in taxes.

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-The question was asked: Can a person donate money to the Club, claim the tax deduction then the Club pass the money to the intended branch? Donna asked our accountant, Steve McElroy who said a person cannot claim a tax donation for donating money to the CWC with the stipulation that it then be given to a branch.

-A real donation example was discussed. The branch thought a program it runs could be donated to and the donor would be able to get the tax break for donating to a charity. Now that the branch knows that isn't true, the branch will contact the donor and ask if they would like their donation refunded.

Subaccounts for regions including accounting consequences, and do they need separate EINs?

-NorCal was interested in having a subaccount in order to enable meeting attendees to be paid promptly. This problem seems to have been resolved. Steve McElroy would rather we didn't have subaccounts since that adds another entity which would mean more work for him and possibly more cost for CWC.

-NorCal needs its previous expenditures clarified so it can move forward with the SF Writers Conference and the Bay Area Book Festival.

Shaky status of the Forum and inability to vote except once a year. Do we replace Forum? What do we do instead?

The CWC Policies and Procedures limit us to face-to-face voting, email and the product currently in use, the Forum:

“V CONDUCTING BUSINESS ON THE INTERNET (E-BUSINESS)

A) DISCUSSION

- 1) In addition to scheduled face-to-face meetings, the Central Board (CB) may conduct business via the Internet (e-business).
- 2) Email and the “Forum,” an adjunct to the CWC website, shall be the sole e-business media. The official conduct of e-business shall be limited to to the “Category,” E-Business, and its three boards: Discussion, Voting, and the ancillary, Q&A Regarding Procedure.”

With 22 branches, it's not workable to use email and the full board only meets face to face once per year. We need a group communication tool but the current one, the Forum, isn't working as needed and support is minimum.

Roger Lubeck will research the workability and costs of other platforms.

Pay one-time \$75 to track *Bulletin* usage data?

Unrelated question: If branches want to store some of their documents and other archives on thumb drives, we could hold them in a protected location such as a bank safe deposit box.

Roger Lubeck can use Constant Contact which Redwood already pays for to send the next *Bulletin* then see how many members open it.

-Sandy will build an Excel file with a full member list of email addresses from MRMS for

Roger.

Literary Review: status, delays, changes, and we need judges and proofers. Endless thanks to everyone who has helped. When do we put next year's team in place?

Thanks to Donna's Herculean efforts, a team is in place:

-David George, Mt. Diablo, Submissions Intake Manager is receiving submissions, ensuring payments, anonymizing submissions and sending them to the Traffic Manager.

-Linda Saholt, Traffic Manager, East Sierra, is looking for judges. If you judge, you may not submit.

-Fred Dodsworth, Berkeley, has experience with layout of several magazines and will do that for the Lit Rev.

Literary Review timeline for 2020:

-Submissions opened Dec 15 and will close Feb 29.

-Judging should begin as soon as any judges are on board.

-By May 1 the traffic manager will assemble submissions and select those with the highest scores. In concert with Fred, they will select the final pieces.

-By June 1 editing will be needed.

-Proofing and corrections complete by July 1.

-Have everything to Fred by Aug 1. He'll do the design and layout and work with the printer and mailer. He believes we can put out a trade paperback size booklet with as many or more submissions as in the past for less cost for printing and for mailing.

-Sept 1 Fred must have everything and will get PDFs to proofer by Sept 10.

-Proofer(s) will get back to Fred by Sept 30.

-Release date goal is mid-October to be sent to 2019-2020 members.

Status of MRMS. It's quirky, unstable, and was developed by somebody no longer with us. We at least need a fallback. Some branches are not able to log their information. Ideally, we want it to do what it was intended to do. Also, be sure your branch administrators update MRMS.

-Roger has investigated membership management software from WildApricot, Inc, a software company in Toronto. He compiled a list of 36 fields to include in any product CWC might buy from Wild Apricot.

-This list should be reviewed by each branch to ensure it meets their needs.

Closing comments

Donna suggested branches beware of offers of workshops and writing conferences. Some are scams. At the very least use a disclaimer if the information is included in any CWC material.

Donna is hoping to accomplish more than just "fixing the broken things"!

All present agreed that the meeting was productive.

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Meeting adjourned at 2:45.

Respectfully submitted,
Elisabeth Tuck Secretary, California Writers Club
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