

# CALIFORNIA WRITERS CLUB

**Central Board of Directors Meeting Minutes Sunday, July 31, 2022**

**Holiday Inn, 77 Hegenberger Road, Oakland, California & via Zoom**

**CALL TO ORDER:** Meeting called to order at 9:30 a.m. by President Roger Lubeck, who welcomed those attending and issued ground rules for the meeting.

# ROLL CALL

President - Roger Lubeck

Berkeley - Terry Tierney

Central Coast - Joyce Krieg

Coastal Dunes - Patrick Sturm

East Sierra - Donna McCrohan Rosenthal, Vice President

Fremont - Evelyn LaTorre

High Desert - Bob Isbill

Inland Empire - Sue Andrews

Long Beach - proxy to Orange County

Marin - absent

Mendocino - Notty Bumbo via Zoom

Mt. Diablo - Elisabeth Tuck, Secretary

Napa Valley Writers- Kymberlie Ingalls

North State - absent

Orange County - Brian Gaps

Redwood Writers- Judy Baker

Sacramento - Kim Edwards

San Fernando Valley - Bob Okowitz via Zoom

San Joaquin Valley - absent

San Francisco Peninsula Carole Bumpus, NorCal Chair via Zoom

South Bay Writers - Bill Baldwin

Tri-Valley - Connie Hanstedt, Treasurer

Writers of Kern - Sandy Moffett, State Membership Chair

Guests: Keith Gaboury (Berkley president) Anita Holmes via Zoom (High Desert) Sam Nichols (Inland Empire)

The president declared a quorum, and business could legally be conducted.

9:35 a.m. President Roger Lubeck (Redwood) welcomed everyone and spoke about the value to the Club and the individual of volunteering with CWC at the local and central levels. He encouraged reps to invite branch members to attend a central board meeting to observe, learn, and consider assuming a board position.

**SECRETARY’S REPORT** – Elisabeth Tuck (Mt. Diablo)

**Minutes of the October 17, 2021** Central Board meeting were **approved.**

**Minutes of the April 23, 2022** Central Board meeting were **approved.**

**There has been no e-business since April** 23, 2022.

**TREASURER’S REPORTS** –Connie Hanstedt (Tri Valley)

See the reports: Attachment A – Income and Expense 2021-2022

Attachment B - CWC proposed budget 2022-2023

--P&L July 30. 2022

Income: $42,447

Expense: $41,565

P&L: $882

The budget was approved unanimously.

# Standing Committee Reports:

**MEMBERSHIP** – see **Attachment C Membership** and

**Remittance Summary (July 27, 2022 -- 12:31 pm)**

**TOTAL MEMBERS as of 7 27 2022 by Fee Category**

**UNIQUE MEMBERS as of 7 27 2022 by Category**

Sandy Moffett (Writers of Kern) asked that membership chairs not change dates when renewals begin it affects the MRMS reporting. Please don’t do this. There are training videos available and another training session will be held.

**LITERARY REVIEW** – See attached: **CWC Literary Review Report**

**Literary Review Statistics**

Elisabeth Tuck (Mt. Diablo) and Joyce Krieg (Central Coast):

The layout is complete and being edited. Joyce showed the front cover of the 2022 issue. It is a photo of California poppies which represent the state north and south. The photo was submitted by Jill Hedgecock of (Mt. Diablo.) There was high praise for the cover.

Linda Reid (Redwood) submitted a painting which will be on the back cover.

Comments were that it was one of the best Literary Reviews.

The issue is not likely to be in the hands of members until October due to printer’s delays.

It was decided that in future the Literary Review will be published every other year, due to expense and scarce volunteer time to devote to the management and production.

Please read attached: **CWC Literary Review Committee** for discussion regarding the *Literary Review* and its future.

In addition to the ideas in the report, it was suggested that Central could, at no to little cost, select 10 best pieces from around the state and put them online for members to enjoy. Further, it was suggested that those be published along with the Lit Rev in years the LR is being published.

Inland Empire plans as a branch to work with their members who didn’t get in this year to revise and improve the member’s submission.

**BULLETIN – See attached: CWC Bulletin Report** Joyce Krieg (Central Coast)

The Bulletin is posted on [www.CalWriters.org](http://www.CalWriters.org) Publications and can be downloaded from there. It shows

a 70% open rate which some members who specialize in marketing declared was excellent. The current issue shows a sample letter soliciting an agent. All you need to do is fill in the blanks.

**PUBLICITY** – See at the end of the Bulletin Report: **CWC Bulletin Advertising Income**

Bob Isbill (High Desert) CWC Advertising & Promotions  
Bob encourages branches to promote advertising in the Bulletin.

**Total income for the last issue: $545.00**

**NORCAL GROUP** – See attached: ***NORCAL GROUP REPORT*** Carole Bumpus (SF-Peninsula)

The NorCal **Building Better** **Branches: Leadership Conference 2022** conference is being planned for Oct. 1 at the Pleasant Hill senior center.

# Go to [www.calwriters.org](http://www.calwriters.org) Events Calendar for statewide speaker information. Updates for this calendar must be sent to Jordan Bernal (Tri Valley) [*jordan@jordanbernal.com*](mailto:jordan@jordanbernal.com).

# Send all other items for the state website to Donna McCrohan Rosenthal (East Sierra) [*CWC@mcrosenthal.com*](mailto:CWC@mcrosenthal.com)

# Be aware that both people need lead time to get items posted.

**CWC SOUTH** – Sandy Moffett (Writers of Kern)

Go to [**socalwritersshowcase.com**](http://socalwritersshowcase.com/) for the southern branches’ reports. This link is also the first item under the listing for the southern branches on the state website: [www.CalWriters.org](http://www.CalWriters.org)

**MRMS** – Roger Lubeck (Redwood) The team is still working on the current system and future needs.

**JOAQUIN MILLER PARK –** See attached report by Kristen Caven (Berkeley) **Friends of Joaquin Miller Park (FoJMP)** Report for July 31, 2022.

**POLICIES AND PROCEDURES** – see **Revised Proposal for Changes to the P & P – from April 2022**.

Moved by Donna McCrohan-Rosenthal (East Sierra)

**Motion**: Change the P&Ps to make “Active” the primary fee category, make “literary associate” an option, and drop “supporting” as it’s not in the bylaws.

**Seconded** by Bob Isbill (High Desert)

**Passed unanimously**.

Honorary Member:

A member may choose to be called an “associate.”

**“Emeritus” members shall not pay a renewal fee. The branch shall remit $15 to the central board** treasury.

In discussing changes made to the P&Ps, it was mistakenly voiced that branches pay $10 to Central for emeritus members. **The amount is $15 as moved and unanimously accepted at the 7/31/22** meeting as was in the minutes and is shown in the current P&Ps, Section VII DUES AND FEES **G** Emeritus, on [www.Calwriters.org](http://www.Calwriters.org) .

Further, in Section VII DUES AND FEES **H**: Branches determine their own student fees and pay $10 per student member to Central.

For hardship members, branches pay $10 per hardship member to Central. These payments help defray the costs of insurance, maintaining membership information, etc.

The minutes were **approved as revised.**

Membership chairs should make these changes as soon as possible. The fee requirement has changed for students. Life memberships must be renewed by the membership chair.

Branches can drop their membership qualification committees if they have them.

**See attached Bob Isbill (High Desert) makes the following proposal** regarding

**Article X, Elections, B3 eliminate “and vice-president”**

Currently it is required that the president and vice president have served at least one year in the past five years on the Central Board. The pool of volunteers for VP is limited as it is since taking the office implies one is willing to take the presidency. Bob feels confident one can take the VP role and learn on the job without having previously been on the board.

This proposal has not been on the website for the required 2 weeks prior to this meeting so we cannot vote on it this at this time.

**Bob Isbill (High Desert)** suggested developing a Jack London Award pin/plaque for members who have been awarded that honor. The executive will vote on this once cost is determined.

**Slate of Central Officers**

**Moved** by Nominations Chair, Donna McCrohan-Rosenthal (East Sierra) that the following slate be adopted.

**Seconded** by Sandy Moffet (Writers of Kern)

Donna asked three times for nominations from the floor. There were none and the vote was taken.

Roger Lubek (Redwood) President

Bob Isbill (High Desert) Vice President

Connie Hanstedt (Tri-Valley) Treasurer

Elisabeth Tuck (Mt. Diablo) Secretary

The motion passed unanimously.

Roger thanked Jeanette Fratto (Orange) who has been member at large on the Executive Committee for many years, has judged for Lit Review and more.

Roger appointed:

-Member-at-Large, Membership Chair: Sandy Moffet (Writers of Kern)

-Bulletin Editor: Joyce Krieg (Central Coast).

-Chair of the Finance Committee Connie Hanstedt (Tri-Valley)

-Immediate Past President Donna McCrohan Rosenthal (East Sierra)

-Parliamentarian Donna McCrohan Rosenthal (East Sierra)

-By-Law aficionado Donna McCrohan Rosenthal (East Sierra)

-Website Liaison Donna McCrohan Rosenthal (East Sierra)

-Literary Review Committee Roger Lubeck (Redwood)

-MRMS Administrator Roger Lubeck (Redwood)

-Quality Diversity & Inclusion Committee: Karen Gorback (San Fernando Valley)

Gloria Pierrot-Dyer (Sacramento)

-Director Advertising and Promotion Bob Isbill (High Desert)

-Director of Public Relations & Publicity Bob Isbill (High Desert)

-Web Administrator John Byrne-Barry (Marin)

The third week of October is California Writers Week. Roger encourages each branch to have something special going on in our communities. Workshops in libraries, senior citizens residences, etc.

**Next CB meeting TBD.**

**Roger** adjourned the meeting at 2:20.

Respectfully submitted,

Elisabeth Tuck Secretary, California Writers Club Central Board of Directors July 31, 2022