

**CALIFORNIA WRITERS CLUB  
CENTRAL BOARD OF DIRECTORS ZOOM MEETING  
JULY 28, 2024 MINUTES**

**CALL TO ORDER:**

Meeting called to order at 1:30 p.m. by President Roger Lubeck, who welcomed those attending and issued ground rules for the meeting.

**ROLL CALL**

President	Roger Lubeck (Redwood)
Berkeley	Bob Haus
Central Coast	Joyce Krieg
Coastal Dunes	
East Sierra	Donna McCrohan Rosenthal
Fremont	Evelyn LaTorre
High Desert	Richard Zone (for Mike Apodaca)
Inland Empire	Sam Nichols
Marin	
Mendocino	
Mt. Diablo	Elisabeth Tuck, AnneMarie Mazotti Gouveia
Napa Valley Writers	Amber Starfire
North State	Lynn Tosello
Orange County	Mary Vensel White
Redwood Writers	Crissi Langwell
Sacramento	Bernard Wozny
San Fernando Valley	Karen Gorback
San Joaquin Valley	Bill VanPatten

San Francisco Peninsula	Geri Spieler
South Bay Writers	Bill Baldwin
Tri Valley	Jordan Bernal
Writers of Kern	Sandy Moffett

Guests:

- Alisha Willis, San Francisco Peninsula
- Judy Baker, Redwood Writers
- Connie Hanstedt, Tri Valley

The president declared a quorum, and business could legally be conducted. President Roger Lubeck (Redwood) welcomed everyone and asked attendees to introduce themselves with their name, branch and office they hold.

## Secretary’s Report – Elisabeth Tuck

See the Draft Minutes of the April 28, 2024 meeting sent by Elisabeth Tuck (past secretary, Mt Diablo) for approval.

The following corrections were voiced:

**Bill VanPatten: Rep should be Pam Van Allen**

The minutes were approved as reported with correction

June minutes will be sent soon

Roger stressed importance of sending reports by the requested time.

## Reports

### Membership – Sandy Moffett

(Page 1)

Current members (with duals): 2198 (2177 at time of report)

Unique members: 2092

Discussion:

East Sierra has two life members

Several branches are at 80% renewal

Sacramento has 1 emeritus member (Kim)

## **Report approved**

Financial report / 2023-2024 – Connie Hanstedt

(Pages 2-5)

1st Qtr Bank Balance **118,155.20**

1st Qtr PayPal Balance **1,065.73**

2nd Qtr Bank Balance **132,174.32**

2nd Qtr PayPal Balance **2,174.09**

3rd Qtr Bank Balance **109,412.48**

(note: \$25k moved to CD) **25,000.00**

3rd Qtr PayPal Balance **4,152.67**

4Qrt Bank Checking 7 21 **101,502.16**

Bank CD **25,000.00**

Interest **579.49**

Pay Pal **4,395.21**

Total **131,476.86**

All presidents will get a financial report that will share where all clubs are at

Budget draft for 2024-2025 – Roger Lubeck

(Pages 6-9)

Budgeted Income Total: \$48,700.00

Budgeted Expense Total: \$44,373.00

Profit/Loss: +\$4,327

East Sierra says the 3rd quarter \$236 total is wrong for their branch. A corrected version will be created and sent out.

Karen requests that budget lines be numbered

**All Approve, Budget passed**

Bulletin – Joyce Kreig

(Page 10)

- Joyce expressed frustration that only 400-500 opens/clicks
- May add a clickable/interactive table of contents to the first page
- Geri suggests presidents announce to branch about the Bulletin, and let them know deadlines for submitting items to Bulletin

## NorCal – Kim Edwards

No report at this time

No conference planned

## CWC South – Donna McCrohan-Rosenthal

South went \$36 over (not \$172)

Did 4 mini grants

(Donna will send report)

## CWC Literary Review (High Desert) – Mike Apodaca & Roger Lubeck

(Page 11)

Income: \$707

Expense: \$790

Net: -\$83

All but 4 branches submitted.

Editing fees may be more than reported

### Discussion:

- Only 83 people out of 1800 members ordered a Lit Review. Is there interest in this book?
- Editors promised a free book to every author, paid for by branches, which is not something that was approved.
- Jordan pointed out that several branches break for summer, so numbers may increase once branches are all back in session.
- Karen doesn't think the wide variety of criteria was effective (member voting seemed an unfair way to select pieces).
- Bill V believes announcing it just once is not effective enough. Thinks it should be sent out more, and include an excerpt.
- Amber suggests pre-launch activities to help promote the book and get people excited about it.
- Roger said CWC would start sending out author galleys before anthologies are published.
- Evelyn believes the rules for inclusion should be centralized instead of leaving it up to the branches to determine how selection is processed

- Elisabeth

## CWC Ekphrastic Book Vision and Verse – Roger Lubeck for Les Bernstein

(Page 11)

Income: \$3,827

Expense: \$1,275

Net: +2,552

### Discussion

- Karen likes the fairness of judging, and that it was open to everyone. Felt it was inclusive and a good project design.
- Roger again stressed the importance for authors to receive author proofs before publication, as this anthology has had to be corrected multiple times as authors weighed in on mistakes.

## Jack London Awards – Joyce Krieg

Discussion on whether July or October 2025 would be better for Jack London/in-person meeting.

Vote:

July - 2

October - 11

Majority voted for October.

Options are San Jose or Sacramento at the Hyatt. Roger will explore further and report in October.

## Miller Park – Kristin Caven

Tabled due to absence

## MRMS – Roger Lubeck

(Page 12)

A meeting was held with the most frequent users of MRMS to discuss features people wanted.

Roger met with James Hipkin of Inn8ly.

Hipkin proposed coming up with a finalized list of wants, then decide what is necessary.

CWC will need to move to Stripe (move from PayPal).

Roger proposes forming a committee to work on this transition, with him as chair.

Discussion:

- Many would like for non-committee board members to see the results and decisions just in case there is anything that might be missed.
- Anyone on the working committee must have strong opinions on what should be included in the new MRMS, plus tech expertise.
- Members can have option to unsubscribe from marketing, but not from club news.
- Note: all websites need to be ADA compliant and privacy statement needs to be updated.

## Member Survey – Geri Spieler & Roger Lubeck

(Page 13)

Geri suggests surveying members on their publish status, and what people are writing. This may result in a database and bookshelf of our published authors.

Discussion:

- MRMS may include this database.
- Karen suggests sharing how this information will be used, and suggests using “bookstore” instead of “bookshelf”
- Jordan can be of help in finalizing surveys.

## New Business

### Bob Isbill — Roger Lubeck

Discussion on how to honor Bob posthumously. He is already a Jack London award winner. Roger is suggesting an award created at branch level (High Desert) to honor Bob

Discussion:

- Many board members agreed that this was an appropriate way to honor Bob.
- Any new awards need to be planned out instead of created as a response.
- The next Bulletin should have something significant about Bob.
- Connie suggested a scholarship fund in Bob's name done at branch level through High Desert, and this idea received support from members of the board.

### **Bulletin advertisements (in the wake of Bob's passing)**

A new person is needed to be ad director for Bulletin, along with someone who can do PR.

Discussion:

- Geri suggested hiring a PR company/person.

## Future CWC workshops – Judy Baker

September 7, 10-11:30 a.m. (Saturday): A Redwood / CWC workshop with Robbie Samuels on how to launch your book (building launch team, building support as an author). Will be held on Zoom.

Roger asked board what branches want for workshops:

Discussion:

- Bernard suggests a committee on how workshops are selected and presented.
- Jordan suggests including a question about workshop interest in survey.
- Karen says her branch wants to hear from editors and agents. Suggests a panel of professionals to offer publishing opportunities for writers.
- As reps, we should discuss this with the board/members on this, along with anything that is discussed in the Central Board meeting.
- Recordings have been sold after workshops that have continued to make the club money. Could be a good marketing tool for membership.

## Membership — Alisha Willis, SF-Peninsula (branch treasurer)

Fee amount currently going to CWC.

Alisha proposed CWC research tax savings, then pass these savings on to branches to help support those that might be struggling.

CWC has charged \$65 for new members, \$42.50 for half-year, and \$45 for renewals for the past 15 years.

Discussion:

- Bernard: Do we raise or lower fees? How do we share CWC wealth?
- Amber stressed that members should understand benefits they're receiving from CWC Central for the fee they're paying.
- Roger: Believes the fee structure could be better structured.
- Bernard: What do other writing organizations offer for their dues?
  - Roger mentioned that some offer tier memberships, so members get more depending on what they sign up for.
- Alisha: Would advertising help to make the CWC more money so that branches/members could pay less?
  - Roger: Many clubs don't want to grow, and the expense of adding PR may not provide the savings we're looking for.
- Elisabeth: Networking with other writers seems to be the main benefit of CWC membership.
- Amber: Raising new membership could work, but raising renewals would be an issue. Suggested auto renewals, depending on date they joined.
- Maybe do away with Half Year?
- Form partnership with other writing organizations and offer discounts for members of those organizations (and cross promote with them, create joint anthologies, etc)

This will be addressed further through a financial committee

## **Election – Nominating Chair**

Donna read the names of the slate for the coming year.

- Roger Lubeck, President
- Jordan Bernal, Vice President
- William Baldwin, Treasurer
- Crissi Langwell, Secretary

Nominating committee, presented by Donna, made a motion to approve the slate  
Bernard seconded.

Approved unanimously

Roger proposed Sandi Moffett as Member of Large

No discussion

Approved unanimously

### **Action items:**

Workshop feedback to Judy

Survey questions to Roger

Think up fee ideas before October meeting (to be formally proposed by SF-Peninsula rep Geri Spieler)

Need a PR person

### **Adjournment**

Roger moved to adjourn meeting

Bill Baldwin seconded

**Meeting adjourned at 4:16 p.m.**