



California Writers Club
Central Board Meeting
September 21, 2025
Holiday Inn & Suites Oakland - Airport By IHG
77 Hegenberger Road, Oakland, CA 94621

Minutes

Note: Agenda and reports follow the minutes

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

Branch	Name of Rep Attending
President	Roger Lubeck
Berkeley	Karma Bennett
Central Coast	Joyce Krieg
Coastal Dunes	NOT ATTENDING
East Sierra	Donna McCrohan-Rosenthal
Fremont	Evelyn LaTorre
High Desert	Mike Apodaca
Inland Empire	NOT ATTENDING
Marin	Jean Gordon Kocienda
Mendocino	NOT ATTENDING
Mt Diablo	AnneMarie Mazotti Gouveia
Napa	Yvonne Baginski
North State	David Bruhn



Orange County	Mary Vensel White
Redwood Writers	Crissi Langwell
Sacramento	Bernard Wozny
San Fernando Valley	Andrea Polk
San Joaquin Valley	NOT ATTENDING
San Francisco Peninsula	Geri Spieler
South Bay Writers	William Baldwin
Tri Valley	Jordan Bernal
Writers of Kern	Sandy Moffett

Approval of Minutes

See the Draft Minutes of the July 27, 2025 meeting sent by Crissi Langwell (secretary, Redwood) for approval.

The minutes were approved as reported

Reports

Membership – Sandy Moffett, Roger Lubeck

See Membership Report

Total with duals: 2311

Total w/o duals: 2222

Only 1469 members for the 2025-26 year with \$30,037 income (but \$45,000 budgeted for year)

Numbers may be skewed because some branches batch their renewals at the end of the renewal period.

Issues:

- New membership chairs reporting wrong dates, etc.
- Some branches choosing their own membership fees, which is not allowed

Award category=hardship category



Sandy Moffett offered help to branches who need assistance in entering membership correctly into MRMS.

Crissi and Roger are in the works to create a Google Sheets list of peers to ensure ease of contact information.

Financial Update – Bernard Wozny, Roger Lubeck

See Financial Report

Opening Balance: \$121,360.41

Income total: \$908.27

Expense total: \$9244.64

Profit & Loss: -\$8336.37

Closing balance: \$113,04.04

CWC Assets as of 9-13-25

WF Checking: \$113,024.04

WF CD \$25,000

PayPal: \$8,371.59

Total: \$146,375.63

Budget Revised – Roger Lubeck

Income changed to \$41,000 (rather than \$45,000) due to lack of renewals.

Jack London award finances still pending

Bulletin fee has gone up due to an increase in payment to editor, but that fee is going to VanPatten's branch

V&V fees have increased to allow for 3rd edition.

See attached report.

P&P Update – Jordan Bernal

The revised P&P is now up on the CWC website as the only version.

- Suggested to have older version of P&Ps still accessible on website as an archive.
- Current P&Ps do say what the changes were

Bob's book on the P&P needs to be taken down since it is now outdated.

Committee will continue.

Next things to look at:

- Creating an easier process to start new branches

NorCal Leadership Conference – Geri Spieler

April 26, 2026 at Zio Fraedo's in Pleasant Hill

Geri's team is working on programming and looking for suggestions.

Email: gspieler@gmail.com



This conference is open to all CWC.

MRMS Update – Roger Lubeck

See attached report

Researched Inn8ly, Salesforce (Membership Works), and Wild Apricot.

Wild Apricot had issues with how money would be deposited for CWC and branches. Salesforce was too costly and complex.

Inn8ly was asking for \$10,000 to accommodate a system for each branch. But the cost is reduced significantly by making this a Basic Subscription Pro, which would include a new CWC site that would include the membership platform.

\$2400 initial fee

\$200/month

Every member gets a profile page that will include their books/services, etc.

Roger is suggesting we move forward with Inn8ly.

How a new site under Inn8ly would work:

- New and renewal members will go to one site to apply for membership. The branch they choose will determine where the money goes.
 - Each branch would need a Stripe account
- Autorenewals are in discussion and will be expected as an option.
- Members **always have access** to their member site to make changes.
- Access to information is still being decided, based on privacy policy
 - Option to make individual profiles private)
- Branch event fees (up to branches to decide how to handle - through site, or through their own platform)
- Paper entries will still require a membership chair to enter things in manually.
- Reports are stressed to be an important part of this platform
- This can also accommodate writers who do not live in a branch area to be a part of a non-regional branch

Karma asked about which platform is being used for the membership directory.

Much of this will still be discussed and researched by committee, and the above bullet points are not concrete details.

Unanimous vote to move forward with Inn8ly to develop a new CWC website that includes a membership platform.



New Business

Fee Structure in 2025-26

Option 1: No change to fees

Option 2: Increase new and renewals by \$10 more, and give extra money to branch, or charge more for new membership, but let renewals be the same.

Option 3: One fee across the board.

Board needs to bring this back to their branch boards to discuss, and we will come back to this as a vote (depending on how branches feel about this)

Discussion:

- One fee is simpler, and initially seems the preferable direction by those present today
- One fee will also affect budget
 - No urgency to renew
- Without renewal period there is less urgency to renew in a certain time frame
- Systems could autorenew like a subscription until they cancel
 - Or prompt people to renew
 - But no penalty for not renewing
 - But this could help alleviate issues of budget
- Many organizations have renewal period depend on when member signed up
- A suggestion was made for branches to donate a hardship donation to smaller/struggling branches (like ones affected by fire, low membership, etc)
 - Branch size
 - Large branch = 100+ members
 - Small branch = 50- members

Strategies for membership, income, and branch support

Income Opportunities

- Contests
 - Can also turn submissions into a book for an added income
 - Great for outreach
- Workshops
- Grants
 - Good idea, needs work on how to implement, and a point person to research and apply
- Branches can band together for workshops, contests, etc
- Branches can partner with CWC for workshops, contests
- Donations during membership times
- Fundraising events (play events, etc)
- Please send open or all-CWC contests, workshops, anthologies, etc to Crissi Langwell (secretary@calwriters.org) to publicize to all branches of CWC



Outreach ideas:

- Nancy's bookshelf (North State branch area)
- Enter events in local media calendar
- Send PR to local radio, newspaper
- Scholastic program (be judge, etc) - contact Mike Apodaca, High Desert for more information
- Open contests to public
- Hold public events
- Business cards with contact info, and other side mentions what Branch is about
- Bring in interesting out-of-the-box professionals (comedy, rap poet, etc) that will appeal to a wider audience, including younger writers.
- Partner with other writing/craft/art-related groups
- Don't forget follow-up
 - Create a subgroup of interest levels, like contests or outreach target at language groups

CWC is happy to partner with branches who want to own a project for all CWC

Lit Review:

- BVP has agreed to do this if CWC pays his branch to do it
 - Concern about last model of branches deciding what goes in
 - Discussions to be had with BVP on what model will be for this Lit Review
 - Timeline needed for this project
 - Interest expressed in having a smaller, quality book
 - Though this also discourages interest in submitting to future anthologies
 - Concern raised about the fact that we are publishing work without paying authors
 - Suggestion: free membership for being published, or entered in contest for free membership

Planned for this year:

- Lit Review
- Visions & Verse III
- Smalls Too

Discussion for next board meeting

- Term limits for all positions (board and CWC)
- Not having a **branch** treasurer, **or at least not having to do as much work once the new MRMS system is operational?**

Donna moved to adjourn, Joyce seconded.

All approved

Meeting adjourned at 11:32 a.m.



Agenda & Reports

AGENDA

- 9:00 Welcome desk – sign in
- 9:30 Business meeting
Welcome – introductions CWC Reps and Visitors
Opening remarks - meeting process - rules Roger Lubeck
- Minutes from July 2025 meeting Crissi Langwell
- Reports
- Membership Sandy Moffett / Roger Lubeck
 - Financial Update Bernard Wozny / Roger Lubeck
 - Budget - revised Roger Lubeck
 - P & P Update (see attached revised 2025) Jordan Bernal
 - Nor Cal - Leadership Conference Geri Spieler
 - MRMS - Update Roger Lubeck
- 10:30 New Business
- Fee Structure in 2025-2026
 - Strategies and tactics to increase membership, income and support for the branches
- 11:30 Adjourn Roger Lubeck



MEMBERSHIP AS OF 9 13 2025

9/13/2025

	Branch	Count
Active	2119	Berkeley Branch 86
Associate	18	Central Coast Branch 188
Courtesy	7	Coastal Dunes 51
Honorary	2	East Sierra Branch 37
Emeritus	13	Fremont Branch 51
Student	34	High Desert Branch 113
Life	25	Inland Empire Branch 41
Dual	89	Marin Branch 105
Supporting	4	Mendocino Branch 91
Total w duals	2311	Mt. Diablo Branch 157
Total w /o Duals	2222	Napa Valley Writers 82
		North State Writers 28
		Orange County Branch 219
		Redwood Writers 261
		Sacramento Branch 197
		San Fernando Valley Branch 70
		San Joaquin Valley Writers 44
		SF-Peninsula Branch 202
		South Bay Writers 126
		Tri-Valley Branch 85
		Writers Of Kern 67
		Total 2311



TO DATE

Branch	2025-26 Members	Amount
Berkeley Branch	12	\$515.00
Central Coast Branch	148	\$3010.00
Coastal Dunes	38	\$770.00
East Sierra Branch	32	\$558.00
Fremont Branch	42	\$700.00
High Desert Branch	56	\$1160.00
Inland Empire Branch	32	\$668.00
Marin Branch	69	\$1390.00
Mendocino Branch	82	\$1656.00
Mt. Diablo Branch	129	\$2570.00
Napa Valley Writers	58	\$1160.00
North State Writers	15	\$300.00
Orange County Branch	97	\$2140.00
Redwood Writers	157	\$2012.00
Sacramento Branch	142	\$2968.00
San Fernando Valley Branch	54	\$1050.00
San Joaquin Valley Writers	26	\$550.00
SF-Peninsula Branch	119	\$2285.00
South Bay Writers	84	\$1820.00
Tri-Valley Branch	45	\$900.00
Writers Of Kern	30	\$855.00
STATE TOTAL	1469	\$30,037.00



Status	New	Renew	Dual	Life	Courtesy	Emeritus	Student	1/2 year	Awards	Total	
Fee split	30	20	0	275	20	8	10	20	20/25		
Berkeley	4	5	2	1	1	0	0	0	0	12	515.00
Central Coast	11	134	3	0	0	0	0	0	0	148	3,010.00
Coastal Dunes	2	35	0	0	0	0	1	0	0	38	770.00
East Sierra	0	27	3	0	0	1	1	0	0	32	558.00
Fremont	2	32	8	0	0	0	0	0	0	42	700.00
High Desert	8	46	2	0	0	0	0	0	0	56	1,160.00
Inland Empire	6	23	1	0	0	1	0	0	1	32	668.00
Marin	15	46	6	0	0	0	2	0	0	69	1,390.00
Mendocino	8	66	2	0	3	2	0	1	0	82	1,656.00
Mt. Diablo	12	109	5	0	0	0	3	0	0	129	2,570.00
Napa Valley	11	41	5	0	0	0	1	0	0	58	1,160.00
North State	2	12	1	0	0	0	0	0	0	15	\$300.00
Orange County	24	70	1	0	0	0	2	0	0	97	2,140.00
Redwood	25	111	16	0	0	4	1	0	0	157	3,012.00
Sacramento	25	109	5	0	0	1	1	1	0	142	2,968.00
San Fernando	3	48	3	0	0	0	0	0	0	54	1,050.00
San Joaquin V.	3	23	0	0	0	0	0	0	0	26	550.00
SF-Peninsula	14	91	12	0	1	0	0	0	1	119	2,285.00
South Bay	24	55	5	0	0	0	0	0	0	84	1,820.00
Tri-Valley	2	42	1	0	0	0	0	0	0	45	900.00
Writers Of Kern	1	27	1	1	0	0	1	0	0	30	855.00
Total	202	1152	82	2	5	9	13	2	2	1469	30,037.00
Remittance	6060	23040	0	550	100	72	130	40	45		30,037.00



CWC FINANCIAL REPORT 7/1/2025 – 9/13/2025

Opening Bal 121360.41

Income 908.27

Expense 9244.64
-8336.37

Closing Bal 113,024.04

CWC Assets as of 9 13 2025

WF Checking 113,024.04

WF CD 25,000.00

PayPal 8,371.59

Total 146,375.63



BUDGET 2025-2026 REVISED

CWC 2024-2025 Budget Draft	2025-2026	% income
	Budget	
INCOME		
Bulletin Ads	200.00	0.39%
Donations	200.00	0.39%
Branch Tri-Valley		0.00%
Dues	41,000.00	80.08%
Jack London	1,400.00	2.73%
Literary Review	1,500.00	2.93%
Ekphrastic Art Submissions	1,000.00	1.95%
Ekphrastic Book	1,200.00	2.34%
Contest	1,000.00	1.95%
Workshops	500.00	0.98%
Sales Tax Collected		0.00%
Interest and Dividends	700.00	1.37%
Nor Cal Leadership conference	2,500.00	4.88%
Miscellaneous		0.00%
Unallocated income / Other		0.00%
Refunds Fraud		0.00%
Total Income	51,200.00	100.00%

EXPENSES		% income
Administrative		
Accounting & Taxes	9,000.00	17.58%
Admin. Fees		0.00%
Discretionary Fund	500.00	0.98%
Dues Refund		0.00%
Insurance	12,300.00	24.02%
Scholarships	500.00	0.98%
Taxes (Sales)		0.00%
Office		
Books & Merchandise		0.00%
Office Supplies	200.00	0.39%
PO Box	200.00	0.39%
Postage	50.00	0.10%
Constant Contact	720.00	1.41%
Website & Software	7,500.00	14.65%

EXPENSES		% income
Outreach / Publications		
Ads		
Bulletin	600.00	1.17%
Lit Review	1,080.00	2.11%
		0.00%
V & V ii & ii	1,900.00	3.71%
CWC Press	200.00	0.39%
Contests	800.00	1.56%
Leadership Conference	250.00	0.49%
Branch Writers Conferences	500.00	0.98%
Meetings		0.00%
Board Travel/Lodging	750.00	1.46%
CWC Meeting Facilities	300.00	0.59%
CWC Meeting Meals	200.00	0.39%
Leadership Conference Travel	300.00	0.59%
Speakers	400.00	0.78%
Jack London	5,850.00	11.43%
North Region	2,000.00	3.91%
South Region	2,000.00	3.91%
Branch Support	1,000.00	1.95%
Miscellaneous	400.00	0.78%
Legal Fees		
New Branch Development		
Education & Outreach		
Printing, Mailing, Advertising		
PayPal fees	400.00	0.78%
Payment to AS - Longbeach		
Other - fraud check		
Unallocated expense		
Total Expenses	49,900.00	97.46%
NET (Income - Expenses)	1,300.00	2.54%
Profit/ Loss Margin	2.54%	



MRMS REPORT

We conducted Zoom meetings with representatives from Wild Apricot, Membership Works, Salesforce, and Inn8ly. Wild Apricot and Membership Works could not accommodate having multiple pay accounts in which fees could be divided. Salesforce could accommodate the money features required; however the cost to have multiple administrators was \$750 per person per year. In addition, there was a significant cost for the 2000+ members and a limit of only 3 views per person per year. Because of the cost and design limitations we have held back on any further conversations.

Inn8ly offers a website design that would include a member directory and the division of fees. After considerable discussion, we are considering their Basic Subscription Plus program for designing a new CWC website. \$2,497 setup plus \$199 per month. These costs would be paid by the CWC.

We propose the CWC contract with Inn8ly to develop a new CWC website using their Basic Plus subscription model as a starting point. The new site would have a consistent theme with colors, typefaces, fonts, etc. The new website would include the features that we want to continue (export) from the current website plus new features. A committee would be established to work with Inn8ly on the redesign.

The website might have the following main pages:

1. Home page
2. Branches
3. Club Activities
4. Membership
5. Members
6. Book(store)
7. About CWC
8. Contact Us

Each main page would have sub- pages. For example, club activities might include: news, meetings, bulletins, contests, workshops, etc.

- In Membership, we would have online new and renewing membership application forms.
- In Members, we would have a searchable membership directory. The member directory would be integrated with Constant Contact, etc.
- In Bookstore members could list their books for sale. Searchable by genre, author, title. Some form of visible book covers, either random or broken down by genre like a library.
- The bulletin, Literary Review, contest, and workshop would have online submission forms.



Go to Redwood's website for an example: [https://redwoodwriters.org/
About Us - Inn8ly](https://redwoodwriters.org/About Us - Inn8ly)



INN8LY BASIC

Inn8ly's content specialists design and build a unique website using our content and requirements. Once our new site is launched, we can manage our content, or we can purchase support and have Inn8ly's content specialists do the work for us.

Inn8ly Basic – \$997 setup plus \$149 per month

- Design (three revisions)
- Import or add provided content for up to 15 pages or posts*
 - Light copy editing
 - Add provided images or secure stock images
- One Custom Post Type (CPT)
- Two forms: usually Contact Us and a newsletter signup form
- Integration with a major email service provider
- Basic SEO technology** (Slim)
- Basic tracking (Google Analytics)
- One hour of website marketing consulting
- Advanced hosting and security***

Inn8ly Basic Plus – \$2,497 setup plus \$199 per month

All the benefits of the Inn8ly Basic subscription plus more pages and additional functionality like an online store, or membership, or courses, or whatever you need. Inn8ly Basic Plus is the ideal solution for a well-established business that's using digital marketing.

Everything in the Inn8ly Basic subscription plus:

- Up to 25 pages or posts*
- Up to three Custom Post Types
- Up to three forms
- Yoast SEO**
- Two hours of website marketing consulting

And one of the following:

- Membership
- Basic eCommerce (WooCommerce)†
- A directory†
- Courses*

We will want a Dynamic Privacy Policy

Cost is from: \$12.00 / month and a \$100.00 sign-up fee



†The directory option includes membership.