



EAST BAY CAMFT 2023 BOARD RETREAT MINUTES  
5179 Lone Tree Way, Antioch, CA  
JANUARY 21, 2023, 9am-2pm

9:00 - Meeting called to order. Miya Moore-Felton (President) welcomed the group and led introductions with an Ice Breaker.

9:30 - After each board member was nominated and seconded by members Tralee, Beth, Susan, Nanco and Khea, the members voted. The newly elected Board Members are:

2023 Elected Executive Board Members for EBCAMFT

President:	Miya Moore-Felton
Secretary:	Tralee Johnson
Treasurer:	Khea Gumbs
President Elect:	(open)

Director Positions:

Past-President	John Kravitz
Membership	Nanci Finley
Events	Jen Shelby
Pre-licensed 3000 Club	Tanya Jacobs & Charvee Goel
Member-at-Large	Beth Hermosillo
Continuing Education	Ada Karlstand
Social Media & Marketing	Mary Ann Dawkins-Padigela
Diversity, Inclusion, & Equity	(open)
Hospitality	(open)
Website Manager	(open)

Absent: Mary Ann Dawkins-Padigela. Awaiting response for a variance for Mary Ann for the President-Elect position pending the CAMFT Board Meeting March, 2023.

10:00 – 10:45 am - Board Training (Review):

Norms Group dynamics of Boards - Members were encouraged to reach out to other Boards for ideas and support.

Intra board communications - Miya and Sandy have set up accounts for the entire board in Google Drive, with individual folders for each board member. A member pointed out that the Word documents which Sandy prefers sometimes disappear and so Sandy advised each of us to save a copy. One of Sandy's responsibilities is to respond to members' concerns and reports. The most common inquiry from the membership is how to use the e-tree. Sandy will investigate if this can be made simpler with the Board's programmer, Daniel, from Wild Apricot service.

President: Miya -This year's theme is *Igniting Membership Spirit*, which includes offering more networking opportunities, outreach, events, CE's, and increasing membership. Miya's goal is to provide the support the board needs to meet goals. Each board member described what the board can expect of them. She also agreed to get members what they need on time and listen to private concerns, within a 24-48 hour response. She also requested feedback if her requests are not realistic. The Board's goal is to be fiscally responsible by growing and increasing income through CE's to keep the budget balanced. The current President, Secretary, and Treasurer, and the past President, Secretary, and Treasure will visit a Chase Bank branch in person to remove and add appropriate members.

Secretary: Tralee - Tralee will obtain and keep a copy of the bylaws for the meetings, and review Robert's Rules of Order as informal Parliamentarian to support meetings. Susan mentioned that the bylaws are required and we can customize them to our chapter.

Events: Jen - Jen's responsibilities expanded to include the old Hospitality responsibilities. She asked questions about her new responsibilities. Tralee provided an instruction manual for planning future events.

Membership: Nanci - In light of the theme, *Igniting Membership Spirit*, Nancy presented goals and methods to encourage membership, engagement, and communications. She presented multiple ideas to reach this goal, including a revised Welcome Letter, and making it easier for members to know about and how to sign up for the e-tree.

Suggestions for expanding the membership included: email local members who are on the drop/add list; provide incentive to join, such as the first month free or coffee mugs, or the first CE course is free; send email to those with overdue chapter dues; to increase community involvement by setting up an EBCAMT tables at local events, such as May 5th and May 6th at the CAMFT annual conference; do outreach to other chapters about their events; set up a Zoom Peer Networking Group; ask new members what are their skills and how they might want to contribute to part of the board's activities; obtain a list of graduate psychology programs in the area and contact to suggest to department heads they invite their students to join EBCAMFT; examine the written copy online and in the welcome letter for DEI sensitivity; and add to the website buttons such as "Follow us on Social Media." Nanci will follow up on the cost of LA's app to achieve these ends.

Administrator: Sandy 's main request is that there be good communication with her. She educated the Board about her roles and responsibilities and answered questions. Sandy requested all correspondence in email. She reminded the board to consult the details from the budget *before* spending money in order to honor the integrity of the budget. She explained any reimbursements must include receipts and a cover sheet, and must be signed by either the President, Treasurer, or Secretary. Her responsibilities include entering chapters derailed into Quickbooks, cutting checks, tracking bank transactions, and reconciling statements. She provides monthly copies of the budget for monthly meetings. It was decided not to update to the electronic version of QuickBooks due to the \$700 cost.

Sandy instructed us on how to use Drive login with our gmail, add a group as a new account in the right hand corner. She also sends activities to Michelle of CAMFT. She expressed the benefit of answering all the members' questions is to establish contact. John suggested in the Welcome Letter there be step by step instruction on how to sign up for e-tree.

Past President: John requested members review and write new responsibilities. Miya will post duties and descriptions for review with the February consent agenda.

Member-At-Large: Beth said she is available to support Oakland Pride and other committees as needed.

As a generalist, and operations historian, Susan will support and help people when and where she can and lead as appropriate. She is stepping off the board for 2023.

Agenda items that were tabled for future meetings include (a) filling all the Board Positions, (b) obtaining a Bylaws & Board Operating Manual, ( c) discuss the responsibilities of CAMFT chapter, (d) Antitrust information, and (e) discussions about Historical Record keeping (boxes).

## 11:00 – 11:45 Small Group Meetings

Members met with others in their sphere of influence, keeping in mind that we are all connected and our activities affect other committees.

## 11:45 – 12:45 - Lunch Break

### Committee Reports:

1. Financial report/bank account info (Khea/Sandy) - Treasurer: Khea will continue to work with Susan (former Treasurer) to get up to speed on the Budget. She will input the numbers to document the expenditures and forward them to Sandy for input into Quickbooks. She will also monitor the expenses and income of the budget. By way of example, last year's cost for the Winterfest Celebration was \$68 per person, not including \$705 donated towards prizes. Because of this information, it was recommended that the board again charge for the event but raise the fee from \$20 to \$25. The pertinent members will go to Chase Bank to revise signature permissions.
2. Membership report (Nanci) - There are 689 current members, 632 who are active, which is a record high for the last 3 years. She presented her many ideas to generate excitement from the membership.
3. Proposed Budget (Khea/Sandy) - Khea presented the proposed 2023 budget and queried other committees about their budget requests such as Event Manager, DEI, Swag for Oakland Pride, and Programs. Miya and Sandy made adjustments to the numbers as well as suggestions. The board agreed to hire Nanci Orr (who manages three other Boards' websites based on the estimate of \$32/hr) for \$500 for technical advice for programming.

Nanci moved to approve the preliminary budget, Beth seconded. Motion to Approve the 2023 Preliminary Budget passed.

4. Planning for 2023: The ideas proposed to generate more revenue included:
  - (a) Create more Sponsorship opportunities for businesses and organizations to back EBCAMFT at different fee tiers, such as \$500, \$1000, \$250, and \$5000 levels;
  - (b) Partner with other organizations and support their events, such as a NAMI Walk and Breast Cancer Awareness
  - (c) Wine Tasting in Livermore;
  - (d) Sell recordings of trainings, and propose Dr. Worsley (CAMFT provider split her income with EBCAMFT for which in return EBCAMFT will handle the administrative part of CE Certificates for her);
  - (e) Invite the authors of the multiple MFT Exam Prep Courses to provide a program for our members;
  - (f) set up the CAMFT tables at job fairs
  - (g) Present a course on the new BBS requirement about July 2023, and
  - (h) Telehealth course requirement. The BBS said they would be excited to come to our meeting.

5. Continuing Education: (Miya/Susan)

A main vehicle for raising revenue is offering CE programs. The new nomenclature for the CEUs is CEs. The new CAMFT CE Director is Ada Karlstrand. The group discussed the complexity of recruiting, sponsoring, coordinating programs and distributing CE certificates. A preliminary revenue goal for CE programs is \$7,500.

Susan reports coordinating the CE event is a highly technical, lengthy, and detailed process with a lead time of eight (8) weeks minimum. The CE provider sends paperwork about the course, the Programming Director reviews it, and completes 25 pages of rules paperwork in order to be in compliance, including posting grievance policies when advertising the event. The document can be audited by CAMFT, and details are so crucial that it works best to have a 2nd preparer review completed paperwork. EBCAMFT is limited to providing a maximum of 6 hours annually of CE per CAMFT guidelines. Susan will provide an annual report about programs at the end of the year.

We brainstormed ways to simplify this process as Susan is stepping off the Board. Daniel, the programmer from Wild Apricot, will teach Beth how to set up an automatic evaluation for CEs.

6. Social Media Report (Miya for Mary Ann) - Post "Upcoming Events" on the websites and Social Media.
7. Programs Report (Susan) - Susan presented a list of projected dates and speakers to the Board.
8. New Business: It was proposed that the board continue to recruit members for the positions of a new Sponsorship Director position, and Directors of Hospitality, DEI, and 3000 Club.

The Board Adjourned at 2:15 pm.

Respectfully Submitted,

Tralee Johnson, LMFT  
Secretary, East Bay CAMFT



January 23, 2023