

EAST BAY CAMFT 2020

BOARD OF DIRECTORS MEETING

Zoom Meeting

Friday, November 13th, 2020 9:30 – 11:30 am

Meeting Minutes

9:30a Meeting called to order

Welcome and Check-In

- Board Members in Attendance via Zoom: Beth Hermosillo, Susan Kelsey Weissenborn, Aliss Wang, Tu Hoang, Jennifer Brookman, Jessica Brown, John Kravitz
- Regrets: Nanci Finley, Nalini Calamur, Tanya Jacobs
- Notes: Jennifer Brookman

9:50a Approve Consent Agenda

The Consent Agenda was moved, seconded, and approved (M/S/A), which included the October Board Meeting Minutes, Financial Statements, and Membership Report.

9:55a Board/Committee Reports:

1. President (Beth)

Beth reported that she will update the contact assignment spreadsheet of new members to allow for Board Members to do outreach. Given that Beth will be stepping down to Past President for 2021 and there are no current candidates to fill this position, there is a pressing need to create a plan to fill the role and duties for next year's President. This will be discussed later in the meeting.

2. Membership (Susan)

Susan presented the membership report, and reported that EB-CAMFT currently has 607 members, which is up slightly from last month. It is likely that several members may have gone from pre-licensed to clinical memberships. There are 19 pending renewals, 19 overdue renewals, and 3 lapsed memberships. There have been 13 new members in the last 30 days.

3. Financial report/bank account info (Tu)

Tu presented the financial report. In October, we received \$2,970 of income from membership dues and L&E workshops. After expenses, this was a profit of \$1554.50, which is more than last month because of last month's Wild Apricot expenses. Compared to this time last year, we are up in terms of income. We currently have

\$51,705.80 in the bank and in assets. Based on this balance, we have been able to set a generous budget for the annual holiday party (hosted over Zoom). Beth is still working on getting info about possible funds from Margot Landrum's (sp) trust and is reaching out to lawyers.

4. Social Media (Jennifer)

Jennifer reported that there have been no significant changes to social media accounts. There have been a few new followers on each page, with LinkedIn continuing to be the largest social media network with approximately 4k followers. Individual practitioners are also being encouraged to post information (e.g. networking events) on the EB-CAMFT Facebook page, and are doing so. Jennifer will reach out to Networking Chairs to put networking events on the website calendar, and will contact Sandy to add the Instagram link to the EB-CAMFT website.

5. Pre-licensed Director- Associate (Nalini)

Absent - nothing to report. Beth reported that, due to work obligations, Nalini be unable to participate in Board activities for the next 7 weeks. Given that several pre-licensed resources are currently active (i.e. 5-minute corner on website), additional pre-licensed programs will be pursued in the new year.

6. Pre-Licensed Director - Student (Tanya)

Absent - nothing to report.

7. Member-at-large (Jessica) - Nothing to report

8. Member-at-Large (John) - Nothing to report

9. Program Director (Aliss)

Aliss reported that there are 43 people signed up for today's L&E workshop. Attendance has dropped somewhat from the initial L&E event. The highest attendance was for L&E workshop #2 which had 105 attendees, including 13 guests. Aliss will add a blurb at the end of the registration confirmation email to invite non-members to join EB-CAMFT. Jennifer created quiz on Flexiquiz for pre-recorded version of L&E #3, which worked well and will continue to be utilized for future workshops. Some people who signed up for pre-recorded version have not yet taken the test for CEU credit; Aliss will send a reminder via email.

10. 2021 Program Planning Committee (Beth, Susan, Aliss)

Beth, Susan, and Aliss met approximately 2 weeks ago for the Programming Committee Meeting, and decided on themes for training to pursue next year. Aliss presented the spreadsheet of quarterly programming plans for 2021. This included CAMFT L&E workshops, EB-CAMFT programs, monthly presentations by members, and networking luncheons. East Bay CAMFT programs will occur 1x/quarter for 3-5hrs with themes including: Resilience, Social Justice (Therapist Competency, includes Racial, Gender, and LGBTQI). During the next Committee meeting, the Committee will discuss possible presenters for these topics. For monthly member presentations, themes will be Self-care Strategies for Therapists, Financial Recovery, and Building/Rebuilding a Practice. Aliss will work on the following: creating an email blast about planned events, putting this on the EB-CAMFT website as an announcement, and creating an application to be a presenter. It was discussed that instead of having separate networking events (which are already being hosted by local Networking Chairs), that networking opportunities will be weaved in to the member presentations. This will be revisited in the next Programming Committee meeting on November 27th at 11am. Beth will also reach out to John to confirm that he will continue participating on the committee in 2021.

11a Old Business

- Board of Directors Seats/Nominations/Election update - Susan
Susan presented the list of candidates for 2021 Board positions. There is currently no president for 2021. Current proposed 2021 Board positions are as follows: Beth (Past President), President-Elect (John), Secretary (Jennifer), Treasurer (Susan), Membership Director (Aliss & Susan), Social Media (Jennifer), Pre-Licensed Director - Associate (Nalini), Pre-Licensed Director - Student (Tanya), Members-At-Large (None). Tu and Jessica will not be re-joining next year.
- Annual Meeting Holiday Party updates (Jennifer, Jessica, Tanya, Beth)
Jennifer reported that the Holiday Party Planning Committee met on 11/1 to brainstorm ideas for the party. Based on a Doodle poll sent to the Board, it was decided that the event date will be on Friday 12/18 from 6p-7:30p. "Goodie boxes" of holiday-themed items will be mailed to the first 50 members who RSVP, which will include an EB-CAMFT mug and other festive items, curated primarily from local and/or female BIPOC-owned businesses (e.g. holiday candle, hot cocoa, tea bags). Activities will include: chapter updates, "most festive outfit" contest, raffle, networking, sharing of favorite holiday memories, and a toast/gratitude practice. Invitations will go out to members within the next

week; Jennifer will reach out to Susan for assistance navigating the backend of Wild Apricot to do the email blast. The next Committee meeting will be on 11/20 at 9:30a to delegate planning tasks and day-of responsibilities.

- Check-in regarding outreach to new members - Beth will update the spreadsheet and send out to Board members.
- Website: The Board discussed the necessity of updating the website due to it being difficult to navigate, with old content and an outdated format. As part of the 2021 goals, the Board agreed to hire someone from Wild Apricot to reformat and update the site.

11:30a New Business

1. How do we want to end our year?

Due to time constraints, this will be discussed during the next BOD meeting. At this time, the Board will also discuss goals for next year.

11:35 AM - Meeting Adjourned