

EAST BAY CAMFT 2021

BOARD OF DIRECTORS MEETING

Zoom Meeting

November 12th, 2021 9:30a - 11:30a

Meeting Minutes

9:30a - Meeting called to order

Welcome - no check-in due to time constraints

- Board Members in Attendance via Zoom: Beth Hermosillo, Nanci Finley, John Kravitz, Aliss Wang, Jennifer Brookman, Susan Kelsey Weissenborn, Khea Gumbs
- Regrets: Tanya Jacobs
- Notes: Jennifer Brookman
- Guest: Miya Moore-Felton (Member-at-Large candidate)

During check-ins, Jennifer announced that she will not be staying on the Board in 2022.

10:10a - Consent Agenda

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

10:15am - Board/Committee Reports and Action Items

1. President (Beth) / Website Committee
Beth reported that she completed her assigned action items from last month, and that there has been considerable movement in the website redesign project (to be discussed later in the meeting).
2. President-Elect (John)
Nothing to report.
3. Financial report/bank account info (Susan)
Susan will present the financial report more during the budget vote later in the meeting.
4. Membership report (Nanci)
Nanci presented the Membership Report. EB-CAMFT currently has a total of 664 members, with 12 new members in the last 30 days (6 clinical, 6 pre-licensed). Due to focusing on planning the holiday party, she has not yet been able to complete the Welcome Letter or follow up with attendees from the recent networking event. Nanci reminded the Board of next year's Chapter Leadership Conference (CLC) on February 4th and 5th.

5. Social Media/Secretary Report (Jennifer)

Jennifer reported that membership is stable across all social media platforms. During the last month, EB-CAMFT has made posts about the Implicit Bias training and the Scope of Practice change for Marriage and Family Therapists (MFT). There have been fewer posts on social media this month due to Jennifer being focused on participating in the Website Design, Nominating, and Holiday Party committees.

6. Programs Report (Aliss and Susan)

Aliss presented the Programs Report and indicated that the Programming Committee met on November 5th. At the recent Implicit Bias training held on November 6th, there were 46 registrants and 35 total attendees. Aliss shared about the takeaways/learnings for the next event: 1) request presenter send handouts earlier; 2) send Zoom login 1-2 days before training; 3) the Board will sign in 1hr prior to event; 4) ensure the event starts on time, and remind participants to arrive on time; 5) request that the presenter provide all of their technology needs in advance. Susan shared the evaluation results from this event including feedback. Most attendees expressed being satisfied or very satisfied. Feedback from attendees mentioned issues with timeliness and technology and also that the content felt basic. Since this training was intended to be fairly basic, Susan suggested that we include the level (e.g. beginning - intermediate - advanced) of the training on the event page so that attendees can manage their expectations. The Board agreed on this and discussed ways that this can be implemented with the presenter and the registration process.

For 2022, Aliss shared that there have been no new applicants for the Membership Presentation so this will be moved as a goal for 2022. Aliss will send an e-Blast at the beginning of 2022 inviting members to apply. During the next Committee meeting, they will discuss dates and topics for next year's training events. The committee will also decide the dates for CAMFT-provided trainings based on dates offered by CAMFT and discuss whether they want to move forward with providing recorded trainings. John will reach out to Michelle to see if we can reserve multiple dates for the CAMFT provided trainings. The next Programming Committee meeting is tentatively scheduled for December 4th. The creation of the Program Director guide has been moved to December for an action item.

7. Nominating Committee (Susan, Jennifer, Aliss + Tu Huang, Holly Forman-Patel)

Susan provided information about current openings on the Board. Khea asked if an individual can hold 2 positions, and it was confirmed that this is allowed. The Secretary position and the Program Director positions are the most crucial to fill. Those interested (potentially Khea) in the Secretary position should talk to Jennifer for more information.

Susan requested that Board members reach out to colleagues to fill open positions. Miya indicated interest in the Director of Diversity, Equity, and Inclusion (DEI) or in being a co-director with Aliss. It was discussed that DEI should also be a committee that is open to members.

8. Website Committee (Beth, John, Jennifer, Aliss)

Beth reported that the Website Design Committee met with Daniel at theARRC and felt that he and the company would be a good fit for our website redesign needs. He indicated that there would be approximately a 30 day turnaround to complete the site. During this meeting the Committee discussed their wants/needs and Daniel made recommendations. Last week, Daniel sent theARRC's SiteMap recommendations, and today we expect him to send the design concept. Our main website will also be on ebcamft.org as well as several other similar domains. The Committee also asked for support with making recordings available on the site, streamlining the process of sending tests/evaluations/certificates to event attendees, and creating a logo (to be discussed later in the meeting).

11:00am Old Business

1. Recruitment: President- Elect, Secretary, Program Directors -programs and venues (?), Social Media and Marketing Director, Hospitality, Pre-licensed Director- Associate, Member-at-large
Discussed during the Nominating Committee report (see above).
2. Holiday Party and Annual Meeting - update
Nanci (committee chair) reported that the Holiday Party and Annual Meeting will be an in-person event at Drake's Dealership in Oakland on December 12th from 1p-4p. There is an outdoor area with tables and heaters that we will be using, and a private indoor space can be utilized in case of inclement weather. Pizza and beer (+non-alcoholic options) will be served. The party will be free for members and \$25 for guests, and there will be a "festive attire" contest where we will give out gift cards as prizes. It will be asked that all attendees be vaccinated and wear masks when not eating. The cost and budget for this event was discussed. It was M/S/A to allot up to \$2500 in the budget to cover the cost of this event. Susan has agreed to create the invitation and will send this out soon.

11:00am New Business

1. Logo design - request for budget
Beth reported that the chapter has been discussing changing the logo for a long time with many ideas about how to implement this. We have been given a quote for \$600

from theARRC with 3 draft revisions. It was discussed how to include the members in the creation process. Jennifer will create a survey to send out to the membership including some ideas with a write-in area. Ideas included the Oakland shipping cranes, Oakland oak tree, Redwood trees, or something to represent the diversity of the area. Please send ideas to Jennifer ASAP. Beth will reach out to Daniel to clarify how many options will be provided and how the process of revisions will work. It was M/S/A to allocate \$600 in the budget to the logo creation.

2. Planning for 2022 Board Retreat - budget, location - live/virtual, etc., what else do we need/want?

The Board discussed options for the retreat in January. Although plans depend on what is happening with the COVID crisis in January, the Board generally agreed this should be an in-person or hybrid (i.e. people can join virtually if they choose) event. John suggested that Aliss and Jennifer attend to support the transition, and both said they would do so. Susan indicated that she will be creating the 2022 budget soon and requested that any budget needs (including the retreat budget) be sent to her.

3. December meeting and planning for 2022

Not completed due to time constraints. Will discuss during the next meeting.

11:25am Check-in with Guests

Miya asked a few questions about Board operation. She will e-mail these questions to Jennifer & Susan for follow up.

11:30am Adjourn

Next Board of Directors Meeting: December 10, 9:30a-11:30a

Programming Committee Meeting: December 4th (tentative)

Action Items:

ALL: Send budget needs to Susan for 2022.

Beth: Follow up with theARRC re: website redesign and logo.

Jennifer: Send minutes. Create member poll for logo.

Aliss: Create Program Director guide.

Susan: Create and send holiday party invitation.

Nanci: Plan holiday party. (Continued from October minutes) Create Welcome Letter. E-mail participants from networking brunch event re: use of photos.

Tanya: (continued from September minutes) Work on reboot of Mentorship Program.

Coordinate with Khea re: 3000 Hour Club.

Khea: Speak with Jennifer about Secretary role. (continued from September minutes)

Coordinate with Tanya re: 3000 Hour Club.

John: Contact Michelle re: signing up for multiple dates for CAMFT-sponsored trainings. Begin planning January retreat.