

EAST BAY CAMFT 2022

BOARD OF DIRECTORS MEETING & TRAINING RETREAT

February 11, 2022 9:30am - 12:00pm, Zoom, California

Meeting Minutes

9:30am: - Meeting called to order

Welcome

- Board Members in Attendance: John Kravitz, Beth Hermosillo, Nanci Finley, Aliss Wang, Susan Kelsey, Sandy Smith, Khea Gumbs, Miya Moore-Felton, Mary Ann Dawkins-Padigela, Jeanette (Jen) Shelby
- Regrets: Tanya Jacobs
- Partial Attendance:
- Notes: Khea Gumbs

9:35am: - Appreciations, Acknowledgements and Apologies 2 min. Ea.

9:50am:- Motion to Approve Consent Agenda (prior month's minutes, P&L, Balance Sheet, Membership Report)

10:00am:- Board/Committee Reports, Action Items, Asks: (7 minutes ea.)

1. **President (John):** John found the CLC extremely useful. One of the trainers spoke about how we look at marketing and our pitch to our community/chapter. Team approach, not only focus on the what, but how and why. John would like to discuss the data and how we collect that data. He requested more assistance. The Consent Agenda was moved, and seconded to accept the Consent Agenda. The motion Carried.
2. **Past President (Beth):** Beth updated us on the websites. Discussed the current website versus the new website. Our new logo is being designed. Beth asked what colors we would like to use for our site? Beth suggested that we provide feedback or thoughts to our logo and color scheme? Continue discussion on assisting with the website for the next meeting.
3. **Treasurer's Report (Susan):** Overall Budget will be on the right and how we are doing thus far. Nanci shared no program income for January. Membership dues Balance sheet: asset and liabilities, we have equity, \$5381. Susan listed oversites. Susan moved to raise Sandy Smith rate of pay to \$2250 a month. Nanci moved to second. Jen inquired about the hourly rate. John has one concern about the reports being vague and would like more than a job description. John requests a quarterly report of how to track the work that Sandy is doing. Nanci proposed a yearly review of Sandy's position, Miya reports that we need more to evaluate and make an informed decision. Khea proposes to table the meeting until we get the documents and can make an informed decision.
4. **Membership Report (Nanci):** 660 Total Members. 478 Clinical LMFT. 78 Pre Licensed Associate AMFT. 53 Prelicensed Student/Pre-Associate (in MFT Program). 46 Affiliate. 4 Community Partner. 1 Retired. Pending Renewal: Want to focus on DEI. Working from

inside out, focus on why we are doing this? Have yet to complete the welcome letter, and would like to add a section about our DEI efforts (for Aliss/Miya to provide).

5. **DEI Report(Miya-Aliss):** Black History Month Coming up with mission statement, goal, increasing membership, giving back to members. Highlighting members who are serving or working in a particular population, beginning with Black History Month February. Highlight Black/African American members. Due to time constraints, they are just now receiving responses back from members. Plan to do both Black History Month and Women's History Month. First candidate: From Central Valley and joined EBCAMFT. Beth offered a potential trainer - Shawan M. Worsley, once a member of EBCAMFT. Dr. Worsley has a 1 CEU E-Learning to offer to members. Dr. Worsley is working with the Sacramento Chapter DEI Chair. The Sac chapter has invited us to partner in a training. Aliss and Miya will meet and discuss plans and past processes and potential forward process with Programming. Miya will send everyone information on Shawan M. Worsley, and negotiate with the trainer to lower the training fees. Miya reports all work is in diversity. Level of experience and education. E learning would have a link on the website would be a great option. John says a different way to integrate how this will work. Supporting BIPOC businesses. Member spotlight
6. **Social Media/Marketing Activities Report (Mary Ann):** Mary Ann sent out a prompt so she can finalize her screenshot. CANVA status John requested that Susan pay the fees associated with this. Maryann would like to reach out to new members, networking portions and utilize therapy finders and get business to therapists. CANVA application for non-profit status has been applied for, thank you for providing the documentation. We now have to wait 7-10 business days for a response after they receive and review that document. A separate gmail for CANVA as well as all replies regarding marketing: ebcamftmarketing@gmail.com. The password is on the social media spreadsheet. This helps me keep social media/marketing needs separate from this email. Mary Ann would like to officially start our MEET THE BOARD CAMPAIGN so our members can get to know us! Get the headshots over to Mary Ann, for the campaign information snippet and plan on screenshotting meetings and posting on social media. Working on the current DEI campaign.
7. **Pre-licensed Director- Student (Tanya):** Not present at this time. 3000 hour club ideas and support will be discussed at the next meeting.
8. **Programs Report (Pending Program Director):**
9. **Website Design Committee (Beth, John, Mary Ann)**

11:00am:- Old Business:

Remaining Board Openings & Recruitment: (everyone)
President-Elect, Program Director (speakers), Hospitality Director, Associate, Member-at Large
Create Program Director Guide (Aliss)
Form 2022 Budget Committee, create 2022 budget (Susan)
Create reserve account Rationale and Policy
Create a Welcome Letter New Members (Nanci)
Assist Tanya with contact info of past 3000 hr and mentor program directors (Susan)

11:15am:- Secretary Summary of Action Items

We did not get a chance to finalize the following: Susan proposed giving Sandy a raise given that she has been working for us for 3 years. It was suggested that the Board review the job description and discuss this before we consider giving her a raise. This information will be gathered and this will be further discussed and voted on during the March meeting. The goal is to gather pertinent documents pertaining to Sandy's role.

Action Items:

Khea: Send Minutes within one week

Susan: Will reach Sandy and provide the team with more documentation on Sandy's role.

Need a President -Elect, Program Director, Hospitality Director, Pre Licensed Representative: Associate, and a Member-at-large

11:30am:- Adjourn

Next Board of Directors Meeting: March 11, 2022 9:30am -11:30am Via Zoom

Respectfully Submitted,

Khea Gumbs, East Bay CAMFT Secretary

Date

2022 Board Members are as follows:

John Kravitz, President

Susan Kelsey, Treasurer

Khea Gumbs, Secretary

Beth Hermsillo, Past President /Website Director

Nanci Finley, Membership Director

Aliss Wang, Co-Director of Diversity, Inclusion, & Equity

Tanya Jacobs, Prelicensed Director-Student Representative

Miya Moore-Felton, Member-at-Large and Co Chair of Diversity, Inclusion, & Equity

Mary Ann Dawkins-Padigela, Marketing & Social Media Director

Jeanette (Jen) Shelby, Program Director-Venues

Sandy Smith, Administrator & Bookkeeper