

# EAST BAY CAMFT 2022

## Board of Directors Meeting

May 13, 2022 9:30am - 11:30pm, 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, Tanya Jacobs, Khea Gumbs, Miya Moore-Felton, Mary Ann Dawkins-Padigela, Jeanette (Jen) Shelby
- Regrets: Beth Hermosillo
- Partial Attendance: Miya Moore-Felton and Aliss Wang
- Minutes: Khea Gumbs
- Potential Member: Tralee Johnson joined half way through

#### **9:35am: - Thankful for, Appreciations, Acknowledgements and Apologies 2 min. Ea.**

Nanci would like to add to agenda discussion minutes, and announcement about the CAMFT annual meeting next week, Conference on who can attend virtually. John thanked Mary Ann for posting on our site.

**9:50am:- Motion to Approve Consent Agenda (prior month's minutes, P&L, Balance Sheet, Membership Report.** Nanci wanted to pull the P&L and had comments on the minutes. No motion to approve the consent agenda.

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

1. **President (John):** John opened the discussion on setting a date for meeting in person next month for our Retreat in June. No Doodle poll was given. Sunday the 12th from 8:30am to 12:30pm was discussed and finalized. One person would not be able to make the meeting. We discussed that we can have half of the meeting online and make any votes that way, if a board member is not present. We would like to present a summer social event and discuss the Christmas Party, as well as, discuss the September date John mentioned that miscommunication has happened with Tralee. She would like to join our board. We have requested a CV and we will then decide if she can be the Hospitality Director in June's meeting. We decided to allow her in the meeting as a guest and vote in the face to face meeting next month. No further discussion. Motion passed.
2. **Website Director (Beth):** Website was completed and went live on April 20, 2022. On April 22, 2022, Beth learned how to make changes on the back end. Recorded the meeting so we have instructions on working the website, up load events, and making certificates for the members. Anyone interested can request the video from Beth. The video will be archived. Beth will go through all of the members' questions and start advertising the changes on the website.
3. **Treasurer's Report (Susan):** Nanci asked P&L previous year compared to this year? We are negative and this time last year we were positive. Due to not having a program

director, we are not doing programs. Susan reports that we will remain negative unless we do some programs. Susan reports we need to adopt a reserve policy. Tanya made a recommendation to add a person to the board for programs director. Outcome was outlining the specific job duties for the position and obtaining the resume from those interested.

4. **Membership Report (Nanci):** We have 660 Total Members. 13 members joined in the last 30 days, 5 joined in the last seven days. 52 members pending renewal. Most members are clinical and some pre-licensed and students. We continue to be the largest chapter in CAMFT. Nanci has not completed the welcome letter. Mary Ann asked if we have tried to do some outreach to the colleges? Susan suggests that we plan a job fair to attract more members?
5. **DEI Report ( Miya):** May 6th training is complete. The expected profits are \$425 based on 17 EB-CAMFT member's registration. Future proposals - joint DEI Training with SCV & SVC. Member suggestion for a cultural fair with membership sign-up, booths, mental health resources.
6. **Social Media/Marketing Activities Report (Mary Ann):** Would like to get started on Promoting the Meet the Members. Would like to pay for promotions. Mary Ann had a number of ideas to build revenue. E-Tree, Instagram, Facebook, etc, would be a way to have outside people who want to post and will pay to be promoted on our site. Discussion continued. Headshots will be taken in the June meetings for our website. John asked about promoting and groups/ luncheons and posting on our social media outlets.
7. **Pre-licensed Director- Student (Tanya):** Recruiting Pre Licenses from different outlets. She has been having a lot of conversations on who we are and what we do. Virtual programs need to know who we are. Susan suggested the 3000 hour club meet. The MFT consortium has done great for us in the past.
8. **Programs Report (Jeanette Shelby):** Jen would like more information in order to plan our next coming events. Mary Ann agreed to assist Jen and connect her with some outside contacts. Susan also offered her support. Susan asked if we could reach out to Greg Tudder, who coordinated the A's games. Tanya will reach out to her contacts to get comp tickets to the A's game and Giants games. Mary Ann discussed tailgates would be cost effective. We will need to further try venues so we capture a wider population of our members. Tanya thought of the Oakland Zoo. Susan suggested that we all go to the zoo and have our meeting all in one.
9. **Website Design Committee (Beth, John, Mary Ann):** Website is complete with Daniel the website developer offering more assistance in the future for small questions.
10. **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)
  - Create a reserve account Rationale and Policy John/Susan on finalizing this.
  - Create a Welcome Letter New Members (Nanci)
  - Assist Tanya with contact info of past 3000 hr and mentor program directors (Susan)
  - Allotted time for Tralee to ask the board members questions on the specific duties?

**11. 11:15am:- Secretary Summary of Action Items:**

**Action Items:**

**John:** Will reach out to Craig and will talk with Susan about how the project worked in the past.

**Khea:** Send Minutes within one week, try to make a commitment and do the minutes on time.

**Khea:** Will work on streamlining the minutes.

**Tanya:** Tanya would like more input for the 3000 hour club. Jen and Susan offered to support.

**Mary Ann:** Promotions need to be further discussed.

**Beth:** Please post an introduction to the website, “ Have you seen our Website?” If you have suggestions please submit a request.

**Tralee:** Will send the CV and we would vote and formally offer a position in the June face to face Retreat.

**Nanci:** Will have a discussion over the minutes next Month. CAMFT Annual meeting from 9:00am to 10:00am. One Day Annual Conference May, 20th, Hybrid /Virtual attendance, 17.5 CEU’s for \$149 for members. Keynote speakers will be present.

**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:** June 12, 2022 8:30am -12:30am Face to Face Retreat

Respectfully Submitted,

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Khea Gumbs, East Bay CAMFT Secretary

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Date

***2022 Board Members are as follows:***

John Kravitz, President

Susan Kelsey, Treasurer

Khea Gumbs, Secretary

Beth Hermosillo, Website Director

Nanci Finley, Membership Director

Aliss Wang, Member at Large

Tanya Jacobs, Prelicensed Director-Student Representative

Miya Moore-Felton, Co Chair of Diversity, Inclusion, & Equity

Mary Ann Dawkins-Padigela, Marketing & Social Media Director

Jeanette (Jen) Shelby, Program Director-Venues

Sandy Smith, Administrator & Bookkeeper