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California Association of Marriage and Family Therapists

CAMFT BOARD OF DIRECTORS

MEETING MINUTES

September 19-20, 2015

Santa Clara Marriott

Santa Clara, CA

Board Members In Attendance:

Jodi Baldel, Past President

Liz Birch

Jurgen Braungardt, Chief Financial Officer

Bob Casanova, Secretary

Jonathan Flier

James Guay

Cathryn Leff

Mark Perlmutter

Laura Strom, President

Chris Trailer

Danah Williams

Board Members Not In Attendance:

Patricia Ravitz, President Elect

Staff:

Cathy Atkins, Deputy Executive Director

Jill Epstein, Executive Director

Observers:

Heather Blessing

Vic Campbell

Graeme Daniels

Leah Flagg-Wilson

Nancy Finley

Marty Frankel

Phyllis Galanis

Laura Haynes
Ernie Isaacs
Pam Sweeney
Jennie Warner

I. Call to Order

The meeting was called to order at 8:30am on September 19, 2015.

II. Anti-Trust Compliance

President Strom acknowledged that the CAMFT Board adheres to the CAMFT Policy on Antitrust Compliance.

III. Consent Agenda

Motion (1) - Baldel: Remove the Crisis Response and Education Resource Committee (CRERC) minutes from the Consent Agenda and approve the Consent Agenda.

APPROVED

Motion (2) – Baldel: Accept the correction to the CRERC Minutes adding Mindy Fox as an attendee.

APPROVED

IV. Member Open Forum

Seven members participated in Member Open Forum. Laura Haynes and Jennie Warner raised concerns about CAMFT claims about SOCE and concerns that CAMFT is excluding those with conservative values. Ernie Isaacs updated the Board on CAMFT action on single payer healthcare. Marty Frankel commended the Board on increased transparency, including the public Board packet. Pam Sweeney reported that the Marin County Chapter recently had overwhelming support for a bylaw vote allowing interns to vote on most issues. Graeme Daniels expressed concerns over the changes contained in AB 1775. Phyllis Galanis asked the Board to support legislation adding LMFTs as Medicare providers.

V. Policies and Procedures

A. Board and Committee Reimbursement Policy

The Board discussed proposed changes that increased the reimbursement amount for Board members at the Annual Conference and modified the language for the Washington DC lobbying trip to separate it from Board meeting reimbursement language.

Motion (3) – Baldel: Accepted the proposed changes to the policy, as presented.

APPROVED

B. Proposed Policy on CAMFT Financial Contributions to Chapter Events

The Board discussed whether CAMFT should create a “Policy on CAMFT Financial Contributions to Chapter Events”. The Board took no action on the proposal.

C. Policies on Nominating Committee

The Board reviewed the history behind the 2014 Board decision to have the Past President serve as Chair of the Nominating Committee. The Board took no action.

D. Washington DC Lobbying Trip

The Board reviewed a new format for the 2016 Washington, DC lobbying trip that allows for members from key, targeted districts to represent CAMFT instead of sending the full Board to Washington, DC to lobby.

Motion (4) – Guay: Approve the proposed format for 2016 for members and Board members representing 13 targeted districts and up to 4 additional Board members, as appointed by the President, to travel to Washington, DC to lobby.

APPROVED

E. Fragrance Notice

The Board discussed a request, in the form of a notice, for participants at CAMFT live events to refrain from wearing heavily scented perfumes, colognes, or other products.

Motion (5) – Perlmutter: Accept notice language, as proposed.

APPROVED

F. Proposed Policy to Record Reasons to Oppose a Motion

The Board reviewed research regarding whether it would be appropriate or proper, according to Robert’s Rules, to enter opposition comments in the minutes. The Board took no action.

G. Executive Director Succession Plan

The Board reviewed a proposed Executive Director Succession Plan, pursuant to the “Executive Director Succession Policy”.

Motion (6) – Baldel: Adopt the Executive Director Succession Plan, as presented.

APPROVED

H. Proposed Policy on Policies

The Board discussed a proposed “Policy on Policies” to serve as a formal mechanism for creating, issuing and maintaining future policies.

Motion (7) – Williams: Direct staff to create a draft “Policy on Policies” for the Board to review at the December Board meeting.

APPROVED

I. Proposed Position on APA Guidelines for Psychological Practice with Transgender and Gender Non-Conforming People

The Board directed staff to vet the guidelines and review a proposed statement submitted by Board Director-at-Large, James Guay, and make a recommendation to the Board at the December Board meeting.

F. Proposed Advertisement from Therapists Embracing Freedom

The Board reviewed the proposed ad in the context of existing CAMFT policies. The Board directed staff to inform Therapists Embracing Freedom that the ad, as currently written, violates the “Policy Restricting Advertising SOCE or Reparative Therapy in CAMFT Publications” and explain the issues with the current wording.

VI. Committee Actions and Nominations

A. Public Outreach Committee

The Board reviewed the background, purview, and goals of the Committee.

Motion (8) – Casanova: Board to approve the Public Outreach Committee recommendation to allocate \$300,000 to retain Pasadena Advertising as CAMFT’s new advertising and public relations firm to provide the following services:

- Positioning and branding campaign development
- Counseling California responsive website design and development
- Print ads (creative and production)
- Radio ads (creative and production)
- Public relations
- Advance social media outreach
- Social media buy
- Print buy (depending on publications w/ PR)

APPROVED

The Board was notified that an additional \$250,000-400,000 will be requested in 2016 when the time is ripe for purchasing advertising placements. At that time, the Board will discuss the request in the context of the Reserve Expenditure Policy.

B. Leadership Advisory Council

Motion (9) - Baldel: Approve the changes to the Leadership Advisory Council description, as proposed.

APPROVED

C. Legislative Committee

Motion (10) – Baldel: Approve the change to the Legislative Committee description, as proposed.

APPROVED

D. Pre-Licensed Committee

The Pre-Licensed Task Force developed a proposed purpose, composition, term, and responsibilities for a Pre-Licensed Committee.

Motion (11) – Casanova: Approve the Pre-Licensed Committee proposal.
APPROVED

The Board will review nominees for this Committee in December, 2015.

E. Remaining Nominations for 2015-2016

The Board reviewed nominations for a vacancy for the Nominating Committee and for appointments to the new Audit Committee.

Motion (12) – Baldel: Approved proposed Committee nominations.
APPROVED

The Board requested that future applicants for Committee appointments submit a letter of intent in addition to a resume/bio.

VII. Executive Director Report

The Board received written reports on CAMFT Staff/Operations, External Groups, *The Therapist*, Marketing and Public Relations, Continuing Education Provider Approval Program Report, Chapter Relations, and Professional Development.

The Board discussed the significant multi-year costs associated with upgrading and transitioning CAMFT's highly-customized database, re-writing the CAMFT and CounselingCalifornia websites, and building a test environment.

The Board discussed the status of the "Conversations About the Future" and directed staff to survey the members on the topics covered by "Conversations", to be completed and synthesized before the Board Strategic Planning retreat.

VIII. Legislation/Advocacy

The Board received written updates about the BBS and state/federal legislation. The Board was updated about legislative changes that occurred after the report for the Board book was written.

The Board had been asked to support the federal "Therapeutic Fraud Prevention Act", HR 2450. The Board considered member input, other psychotherapy groups' positions, Legislative Committee recommendation, and the CAMFT federal lobbyist's recommendation. The Board had issues with the exact language of the bill, but supported the intent of the bill.

Motion (13) – Guay: CAMFT supports the objectives of HR 2450: to disapprove of *a priori* conversion therapy.

APPROVED; OPPOSED – Liz Birch

The Board reviewed the Legislative Committee's recommended priorities for 2016.

Motion (14) – Casanova: Accept the Legislative Committee’s recommended top three priorities to be the Board’s top three priorities for 2016.

APPROVED; OPPOSED – Jurgen Braungardt.

The Board discussed AB 1775 and considered various options, including a member proposal requesting action to amend the law to allow for therapist discretion in the mandated reporting.

Motion (15) – Braungardt: Create a Task Force to review the impact of AB 1775 over time, consider amendments for 2017, bring research, and identify stakeholders for additional input.

APPROVED

Chief Financial Officer Jurgen Braungardt and Directors-at-Large Jonathan Flier and Cathryn Leff were appointed to serve on the Task Force. President-Elect Patricia Ravitz will be invited to serve on the Task Force as well.

The Board heard an update on the lawsuit: Texas Medical Association v. Texas State Board of Examiners of Marriage and Family Therapists and TAMFT.

IX. Proposed Partnerships

The Board reviewed proposals from Brighter Vision and Mobile Therapy and took no action. Directors-at-Large Jonathan Flier and Mark Perlmutter will be testing Shrink Sync.

X. Closed Session

The Board went into Closed Session at 8:34am on Sunday, September 20, 2015 to discuss a Board member issue. The Board returned to Open Session at 11:05am.

XI. Member/Chapter Issues

A. Chapter Agreement

The Board reviewed the outstanding issues from section 12 (Insurance) and section 16 (Dispute Resolution) of the proposed Chapter Agreement.

Motion (16) – Perlmutter: Accept the Chapter Agreement, as proposed, as the final Chapter Agreement. Request Chapters’ signatures by March 1, 2016.

APPROVED

B. Legalization of Marijuana

The Board reviewed a letter from a member requesting that CAMFT not support legalization of marijuana. The Board took no action.

XII. Finance

Chief Financial Officer, Jurgen Braungardt, presented the financial reports and Finance Committee report and recommendations.

Motion (17) – Casanova: Accept the financial reports.

APPROVED

Motion (18) – Baldel: Allocate up to \$10,000 to retain an IT Consultant to evaluate the current member management and website platform.

APPROVED

XIII. Outstanding Agenda Items

The Board reviewed outstanding agenda items and delegated assignments for future consideration.

XIV. Open Forum

The Board brainstormed and engaged in a discussion of the Board process.

XV. New Business

The Board discussed emerging issues for future Board agendas. Items discussed included:

- Direction on Board communications outside of Board meeting
- Insurance Carriers at the Chapter Leadership Conference
- Process for bringing issues to Board for position statements
- Confidentiality Agreement for New Board members
- Ethics Committee presentation to Board, including statistics on cases
- Process for communicating to Board if not attending a meeting or leaving early
- Increasing member engagement and involvement

XVI. Adjourn

The meeting was adjourned at 1:32pm on September 20, 2015