



**CONNECT
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ACHIEVE**

California Association of Marriage and Family Therapists

BOARD OF DIRECTORS

MINUTES

January 12-13, 2013

Marriott Gaslamp

San Diego, CA

In Attendance:

Guillermo Alvarez, President-Elect
Catherine Auman
Jodi Blackley, Secretary
Antonia Bouyer
Victoria Campbell, Chief Financial Officer
Sharon Duffy
Leah Flagg-Wilson
Gayaneh Karapetian
Larry Langford
Jondra Pennington
James Sanders, Past President
Sandra Wolf, President

Staff:

Jill Epstein, Executive Director
Ron Hynum, Managing Director of Finance and Operations

I. Call to Order/Introductions

President Sandy Wolf called the meeting to order at 8:30 a.m. on Saturday, January 12, 2013. The CAMFT Policy on Antitrust Compliance was referenced and acknowledged.

II. Approval of the Consent Agenda

Motion (1): Approve the consent agenda, without the September 8-9, 2012, Board meeting minutes.

APPROVED

Motion (2): Add "APPROVED" to Motion (20) from September 8-9, 2012, Board meeting minutes.

APPROVED

III. Strategy Summit – CLOSED SESSION

The Board participated in a closed-session from 8:35 a.m. until 8:45 a.m. to discuss strategic updates.

IV. Board Outreach/Evaluation

The Board was asked to submit names of potential future Board members and Committee members. Staff will pursue these members to gauge their level of interest in applying for positions.

V. Committee Reports/Updates

A. Bylaws Committee - Ms. Epstein reported that the Committee held full-day meetings in July, October and November, 2012. The Committee requested that the Board determine if the existing bylaws should be repealed and replaced with new, modern bylaws (that reflect the policies and recommendations of the Bylaws Committee). It was noted that outside counsel recommends this approach given the age of the original bylaws and that language in many sections is outdated.

Motion (3): Direct outside counsel to draft new bylaws.

APPROVED

The Board will review the new bylaws in March. After the Board approves new bylaws, the members will be presented with a ballot that asks whether the old bylaws should be repealed and replaced with the new bylaws.

The Bylaws Committee also asked the Board to consider another phrase to be included in the bylaws in lieu of "mental health profession".

Motion (4): Replace the phrase "mental health profession" with "mental health professionals".

APPROVED

Finally, the Bylaws Committee asked the Board to discuss whether the existing procedure of the members electing Officers should be modified so the members elect the Board and the Board elects the Officers. The Board discussed the CAMFT culture and the established succession plan. The Board also discussed the magnitude of all of the other changes being proposed. Ultimately, the Board decided to leave the existing procedure as is currently written.

B. Nominating Committee - The Board reviewed the Nominating Committee report and slate. It was noted that there could be some inconsistency in how each Nominating Committee makes decisions. (See Section XIV - Open Forum for further comment on this topic)

C. PAC Committee - Ms. Epstein reported on behalf of the PAC Committee. She reported on the fund balances of the state and federal PACs and noted that each solicitation letter raised between \$15,000-20,000. While average donation amount has increased, total donors have not increased. The PAC Committee aims to raise total donations as well as total amount donated. The next solicitation letter will be sent in February, 2013. All legislators who were elected, who received CAMFT state or federal PAC donations, were congratulated in the January/February issue of *The Therapist*.

D. Trauma Response Network Committee - Board Member Sharon Duffy reported that the Committee followed the Board direction to develop a new name that does not appear that CAMFT certifies and deploys members. The Committee wanted to have the name reflect both crisis and disaster.

Motion (5): Change name of “Trauma Response Network Committee” to “Crisis Response Education and Resource Committee” (CRERC) and adopt changes to the Committee description.
APPROVED

The Board directed the Committee to insure that future educational projects created for the CRERC are owned by CAMFT.

E. Certified Supervisor Program Committee - The Certified Supervisor Program has been re-designed so that each segment is six (6) hours in length. A Call for Presentation Proposals was sent to CAMFT members and instructors were selected to teach the updated coursework. It was noted that Kathryn Whittaker was selected as an instructor prior to becoming a nominee for the 2013-2014 CAMFT Board of Directors. The courses will be held live (and recorded) on June 6-8, 2013.

F. 2014 Annual Conference and Continuing Education Committee – Ms. Epstein reported that the Committee met on January 10, 2013. The Committee heard about the planned education activities for 2013 and discussed plans for the 2014 Annual Conference. The title will be “The Gold Standard: Integrating Mental Health and Community”. The 50th (Golden) Anniversary of the Annual Conference will be woven into the marketing material. “Go for the Gold” will be used in invitations and materials. The Committee brainstormed on presentation topics and agreed that there should be some continuity between the theme and at least some of the presenters/tracks. The Committee also discussed topics for the 2013 Fall Symposium. The Committee will meet again in April, 2013, to select presenters so the 2014 Annual Conference and 2013 Fall Symposium can have maximum time for promotion.

VI. Policies/Procedures

A. Policy Restricting Candidate Statements – The proposed changes to the policy simply clean up the language pertaining to statement submissions. There were no substantive changes.

Motion (6): Accept proposed changes to the Policy Restricting Candidate Statements.
APPROVED

B. Contract Signing Authority Policy - The proposed changes add the Managing Director, Marketing and Communications as an authorized signer on certain contracts.

Motion (7): Accept proposed changes to Contract Signing Authority Policy.
APPROVED

C. Political and Campaign Activities Policy – This new policy gives guidance for Board members, Committee members, and Staff on political and political-related activities and clarifies that no one may lobby or express political opinions on behalf of CAMFT unless specifically authorized to do so. The policy does not intend to inhibit expression of personal political views by individuals.

The Board discussed the concern that the policy was not clear about who authorizes people to lobby/express political opinions on behalf of CAMFT. It was suggested to add clarifying language that no one may lobby or express political opinion on behalf of CAMFT unless specifically authorized to do so “by CAMFT’s Executive Director or President”.

Motion (8): Approve new policy with clarifying language that no one may lobby or express political opinion on behalf of CAMFT unless specifically authorized to do so “by CAMFT’s Executive Director or President”.

APPROVED

D. Policy on Refunds for CAMFT Events – The Board discussed the current \$50 cancellation fee and the impact this has on a member who registers for a single day of an event. The proposed language reduces the cancellation fee to \$25 for cancellation of a single-day paid event and keeps the fee at \$50 for all other cancellations.

Motion (9): Approve changes as proposed.

FAILED

Motion (10): Administrative fee for cancellation shall be \$25 for each day of a paid event.

APPROVED; Larry Langford OPPOSED

E. Compensation Philosophy – Beverly Dance, compensation consultant, facilitated a Board discussion to develop a compensation philosophy for CAMFT staff. A compensation philosophy will align pay and other rewards with CAMFT’s overall business strategy and culture in a fair and financially responsible manner. The Board will review a draft compensation philosophy in March.

VII. Proposed Partnerships

A. Update on Guaranteed-Issue Health Insurance - Ms. Epstein reported Western Health Advantage (WHA) is willing to offer CAMFT members the opportunity to purchase insurance as a “group of one”. WHA is a non-profit, regional health provider in the Sacramento area and is expanding to form provider and hospital networks in Marin, Napa, and Sonoma counties. More than 3200 CAMFT members live in the expanded WHA network.

While the Board discussed the challenges of offering insurance for only a portion of CAMFT members, the Board determined that it has a responsibility to provide positive benefits even to some members. The Board noted that staff will continue to work on expanding this offer to members in other parts of California and that this offering is a big step in the right direction.

Motion (11): Pursue the opportunity with WHA for CAMFT members.

APPROVED

Motion (12): If staff deems final agreement is appropriate, the plan shall be offered to members.

APPROVED

B. The Chill Sessions - The Board considered a re-submitted proposal from "The Chill Sessions," a service that provides access to hypnotherapy and visualization content (images, audio, and video) that can be custom-branded and personalized. Ron Hynum, Managing Director, Finance and Operations reported back on research on liability issues and revenue share for non-subscription products.

Motion (13): Accept affinity proposal from The Chill Sessions.

APPROVED; Larry Langford ABSTAINED

C. Subscription Services - Mr. Hynum presented a new proposal from Subscription Services, which offers discounted magazine programs.

Motion (14): Accept affinity proposal from Subscription Services.
APPROVED

D. Therapick – Mr. Hynum presented a new proposal from Therapick, a video directory where potential clients watch a 2-minute interview clips of therapists.

Motion (15): Accept affinity proposal from Therapick.
APPROVED

VIII. Member/Chapter Issues

A. Letter from Member regarding “Surrogate Partner Therapists” - The Board discussed a member’s request to CAMFT and to the BBS to stop the practice of “surrogate partner therapy”. The Board discussed that no psychotherapy organizations, including the American Association of Sexuality Educators, Counselors and Therapists, have a formal policy on surrogate partner therapists or referrals to surrogate partner therapists.

The Board chose not to act on the member’s request.

IX. Proposed Project

A. Self-Study CE project to deepen counselors’ understanding of the relationships between privileged and oppressed groups - The Board reviewed a proposal to develop a self-study continuing education offering that promotes deeper understanding of some concepts that are fundamental for understanding race relations in America. The Board concluded that the issue is too large and too sensitive for a self-study and deserves a different setting and format.

Motion (16): Reject proposal.
APPROVED

X. Member Forum

No members presented during Member Forum.

XI. Executive Director's Report

A. CAMFT Staff/Operations Report – The Board participated in a closed-session from 11:15 a.m. until 11:50 a.m. to discuss personnel issues.

Ms. Epstein proposed that the Employee Handbook be modified to reflect a life insurance benefit (approved as part of 2012 budget) and the newly adopted Political Activities Policy.

Motion (17): Accept proposed changes to the Employee Handbook.
APPROVED

While highlighting her written report, Ms. Epstein noted that more than 1000 members have taken advantage of the new, \$5 discount to members who renew online, prior to their anniversary date.

B. External Groups Update - Ms. Epstein referred the Board to the written report.

C. The Therapist - Ms. Epstein noted that some smaller advertisers did not have the budget to continue advertising in the magazine, despite a freeze in advertising rates. Sales of online classified ads, however, have exceeded projections.

D. Marketing and Public Relations Report - Ms. Epstein referred the Board to the written report. She reported that CAMFT has retained CIM, Inc as its new public relations and marketing firm.

E. Continuing Education Program Report – Ms. Epstein reviewed the schedule of upcoming education events. She noted that there was positive sponsor response to the new, interactive “Knowledge Base” planned for the Annual Conference and sponsorships and registration income were far ahead of initial projections.

F. Chapter Relations - Ms. Epstein reviewed the criteria and prize for the Chapter Advisory Council’s proposed Chapter Excellence Award.

Motion (18): The prize for the Chapter Excellence Award will be \$1000.
APPROVED

The Board reviewed the outcome of the research on General Liability Insurance policies for Chapters and the Board had no objection to including that term in the proposed Chapter Agreement as well as a term requiring Directors and Officers Insurance. CAMFT staff would offer struggling chapters the opportunity to apply to CAMFT for a grant to cover the costs of securing required insurance.

The Board also suggested that language be added to the agreement requiring Chapters that offer continuing education be providers in good standing with a relevant approval agency.

Chapters shall be required to request an applicant’s CAMFT member number as part of the chapter member application.

Motion (19): Accept agreement with the recommended changes, including the term that requires General Liability and Directors and Officers insurance.
APPROVED

Motion (20): Chapters to sign agreement by June 1, 2013.
APPROVED

XII. Finance

A. Financial Reports/Fund Balances - Vic Campbell, Chief Financial Officer, presented the December financial reports and fund balances. The reserve fund balance as of December 31, 2012 was \$5.7million. It was noted that the operational revenue over expenses was

significantly better than expected, which countered the lower than expected revenue from investments.

Motion (21): Accept the financial reports and fund balances.
APPROVED

B. Finance Committee - The Finance Committee met in advance of the Board meeting. Mr. Hynum reported that the audit is scheduled for the week of January 22, 2013

XIII. Legislative/Advocacy Update

A. BBS Update - Ms. Epstein reviewed the written BBS reports. She noted that the BBS Continuing Education Provider Review Committee completed their work in December and will present their findings to the Board in 2013. It is expected that the BBS will pursue legislation to delegate the authority to approve continuing education providers to designated approval agencies. CAMFT will be one of a select, few providers that will be authorized by the BBS to provide continuing education. The legislation will likely have an implementation date of 2015 to allow for an orderly transition. Ms. Epstein also advised that the BBS is planning to introduce legislation that would allow the BBS to have access to all confidential child custody evaluations in order to determine whether to proceed with an investigation of an evaluator. CAMFT would oppose this legislation if it is introduced as discussed.

B. State/Federal Legislation Update - Ms. Epstein reviewed the written reports. She noted that CAMFT lobbyist in Sacramento is currently seeking authors for CAMFT's four bills. She reported that she has been in discussion the CAMFT DC lobbyist regarding Hill visits for the Board.

C. 2012 Legislators of the Year – The Board discussed the recommendation submitted by CAMFT's Sacramento and DC lobbyists.

Motion (22): "2012 CAMFT Legislator of the Year" awards will go to U.S. Senator Wyden and California Senator Yee.
APPROVED

XIV. Open Forum

Board members discussed the Board process and Board decisions. It was suggested that chapters be informed about the role of the new Crisis Response Education and Resource Committee and why the Trauma Response Network Committee name was changed (i.e. did not want to appear that CAMFT members are trained as responders) so local Trauma Response Network Committees could consider that rationale.

A request was made to discuss the purview of the Nominating Committee at the next Board meeting.

The Board also discussed the evolving identity of CAMFT.

XV. New Business

The Board discussed the recent tragedy in Newtown and reviewed CAMFT's immediate response. The Board discussed CAMFT's involvement on many statewide mental health coalitions and noted that these

coalitions are the appropriate voice on the issues as the statewide conversation continues. In addition, CAMFT will review the upcoming report from Vice President Biden's task force and will comment, if appropriate. The Board agreed that it will mention the importance of access to mental health during upcoming visits with legislators in Washington, DC.

The Board took no action regarding a statement from school violence prevention researchers and practitioners and associated organizations.

XVI. Adjourn

Motion (23): Adjourn meeting at 10:05 a.m., January 13, 2013.

APPROVED