

CMG Board of Directors Meeting May 28, 2010  
Hillel House, Camp Shalom, Malibu, CA

***Executive Board Present:***

Joe Wagenhofer, President; Ben-Andy Hein, Vice-President; Mohabee Serrano, Secretary; Dave Clark, Treasurer

***Board Reps Present:***

67<sup>th</sup> CMG: Robert Burnham; 68<sup>th</sup> CMG: Steve Anderson; 69<sup>th</sup> CMG: Milo Shapiro

***LEC's:***

San Diego: Absent; Desert Cities: Jamie Simmons; Los Angeles: Steve Fiechter; Bay Area: Drew Blancher; Sacramento: Al-Binky Hoch (substitute)

***Officers:***

Barry Schoenfeld, Communications Director (CD); Christopher Johnson, Director of Development (DOD); Ed Wahl, Arts Coordinator (AC); Mohabee Serrano Archivist/Historian (AH); Lee Usher, Technical Advisor (TA); Ben-Andy Hein, Registration & Database (RD); Jim Ruboyianes, Webmaster (WM)

***Visitors:***

Frank Rothacker, Bill Johnson, Bob Ames, Zachary Zoah, Norman Skonoud, Droodles (Drew Searing)

***Absent Members:***

Phillip Bowden, Richard Farshler

**Old Business And Reports**

**Meeting Minutes of April Meeting (Mohabee)**

Dave Seconded—Passes unanimously, with one amendment.

**Treasurer's Report (Dave Clark)**

Treasurer Dave Clark passed out the Year To Date Expense Balance Sheet ending May 26, 2010, for the Board to review. Dave explained to the newcomers and visitors about how to read the balance sheet. Dave says we're on track, having paid \$11, 199, or 43% of the budgeted funds. Ben-Andy noted that the Members (those who attend an Annual Business Meeting, and are qualified to vote), and not the Board, approve the budget of the CMG Board of Directors.

*New Accounts:* Dave says the FA account was set-up, and he's waiting for several signers to the account, so that the account can be operational.

*Capitol Assets:* Dave reminded the Board about the CMG Capital Expenses policy, which covers any purchase a Planning Committee makes, that costs more than \$500. Such a purchase requires Board approval and an Executive Board Member's signature on the check, along with the signature of the Planning Committee treasurer or the Board Rep.

He made this reminder, in reference to a hot tub, which the 69<sup>th</sup> CMG Planners are considering.

**AIDS Walk-Funding** (Dave Clark)

Vote: 9 Y 0-No--Passes

Making of a CMG AIDS Walk documentary film was approved at the last Board meeting; we now need to fund the film. \$1400 is requested, to cover the production costs of the movie. Jim Hoffman, director of the documentary, will work with CMG Local Events Committees, to host the AIDS Walk, in the five cities the CMG LEC's represent. Dave proposes that this come from the 2010 budget item, "special projects." Ben-Andy seconds. The Board approved this motion unanimously.

**D & O Insurance** (Dave Clark)

Vote: 9-Yes; 0-No; 1-Abstain

Ben-Andy says Paul Walters will sell us a policy that will adequately cover the CMG Directors and Officers. Dave moves that \$1,800 be apportioned from the 2010 budget. Ben-Andy seconds the motion.

**ByLaws Committee Update** (Joe Wagenhofer)

Mohabee says the complete policies, which were passed by JBM's and the CMG Board of Directors, were sent out to the committee four days ago, and the committee can now go to work. There are two sub-committees; one will update the Bylaws, and extract non-bylaws policies from the current document. Joe chairs the ByLaws sub-committee. The other sub-committee will revise the CMG Policies and Operating Procedures. Dave says he'll serve as the chair for the Policies and Operating Procedures sub-committee, and with his experience with the CMG Board Treasury and the treasuries of Spring CMG's, he'll include treasury procedures for Planning Committees to consider.

**Mission Statement/Vision Statement** (Barry Schoenfeld)—Ben-Andy seconds

Vote: 10-Y; 1-N; 1-A

Barry says it's ready to go, and accepted several amendments to the original proposed Mission Statement. There was considerable discussion about this matter, with some discussion about the statement's length, and the need to emphasize "education." Barry said that the committee he created, to help with the wording and the intent of the new Mission Statement, worked diligently to write and fine-tune this document. The new CMG Mission Statement is found in the Appendix to these minutes.

**Enotify Transition Process** (Barry Schoenfeld)

There are three matters under consideration:

-The transition from one mass-email management system to another, which was approved at the 2010 JBM.

-The transition from one man managing the lists and the Enotify announcements, to a decentralized system, whereby all Planning Committees and Local Events Committees create and send their own messages.

-Finally, with Barry Schoenfeld leaving his post as Communications Director, effective June 1, there is the question of who will be serving as Enotify administrator, while the Board seeks a replacement Communications Director (CD). There is also the need of a permanent “substitute administrator” when the CD is absent. To provide an uninterrupted service, Joe says the announcements will be approved by both the CD and the Executive Board, with a three-day delay for passive approval.

Proposal: Beginning June 1, 2010, the CMG will utilize a de-centralized E-Notify system, which will allow each PC and LEC to create Gathering and Events announcements, with the Communications Director and the Executive Board members reviewing the messages for errors. Joe suggests that those who want to discuss this later, can attend the LEC Congress.

Barry presented a bullet-point list, of where we are, with regards to the transition from Constant Contact, to I-Contact, the systems which are used to send out CMG Enotify messages.. I-Contact has an administrative password, and allows a few advantages, such as image control, and automatic re-posting to the website. This web-based software allows full archiving. All of the CMG email lists are in Constant Contact, and have been moved over to I-Contact. Barry noted that nearly all of the email addresses in the CMG database don’t bounce, and hence, the list is considered “clean.” There are five possible lists, for local information, plus the entire statewide list. The I-Contact format fits inside the new website format. The list administrator can make several sub-accounts, each with its own password. Currently, Barry serves as the list administrator.

The Constant Contact system will be phased out slowly, when the system is running acceptably smoothly for both the new CD and the Executive Board.

Barry says email mass-marketing is in its infancy; this is a “testing” system, for I-Contact. Barry says this is the smoothest and most flexible system of its kind, in his experience.

Some internal checks and balances need to be made, to protect the database from errors and from corruption, so this needs to be looked into. Under the Enotify transition plan, which was approved at the 2010 JBM, each Local Events Committee can submit announcements and also update the database of “members.”

Discussion Notes:

Jim R: We must be responsive to change, and be ready to do things differently. Each LEC or PC needs someone with computer skills (2 people ideally).

Barry: the new system uses templates and other “foolproof” options to simplify the process of creating an announcement, and then sending it out.

Milo: Who decides what is a “statewide” item?

Answer: The LEC’s will have full access to the database. Reminders can be pre-programmed. The Executive Committee and CD can also determine the appropriate designation (“global” or “local”) for a message.

Christopher: Says that the proposed system could work well. He suggests that Committees use the word “rush,” to designate an urgent announcement going out. Each LEC could help another LEC that doesn’t have a person available could help out.

Barry: Some sort of rigid backup system is needed. He is opposed to “having 5 sets of eyes,” to review the messages for errors. Barry thinks this might have a damaging effect on our internal communication processes.

***Update to the Enotify review process:*** Once an LEC or a PC have created a message to be sent via Enotify, Christopher, who is serving as interim DC, and the four Executive Board members will review and check the message for errors, then return the message to the committee that submitted it. There will be 72 hours between the time the message is sent for review, and when the committee can safely assume that there are no errors. When the message has either been corrected, or if the committee receives no response in 72 hours, then a committee may send the message through to the E-notify system, for dispatch. Committees are discouraged from using a “rush” process, but in the case of needing a speedier review of a message, the word “Rush” needs to be typed into the email subject header, when submitting the message for review. Committees do not need to send recurring monthly E-notify messages or “reminders” for the five persons to review. This process will begin June 1, 2010, and will continue through the next CMG Board Meeting, when it’s hoped that a new Director of Communications is selected.

**Communication Director Matters (Barry and Joe):**

Barry passed out a list of his current duties, and what he accomplishes. The Board will use this list, to submit to the next CMG Communications Director. Barry will be available to facilitate a transition, and to mentor the new CD, if this help is needed.

Barry says his decision about leaving his Board position, consumed many months of consideration, but he says “it’s right for me.” Barry says he’s not burned out. He thinks his vision for the CMG does not match the vision of the Board of Directors, or the Members of the CMG. Barry says he’s satisfied with the work he’s done for the Board. He plans to continue work with the LEC-LA, as its chairman.

Barry offered a critique for the Board to consider. He said what the Board doesn’t do well is face change. There are amazing leaders in the CMG general population, but they won’t become potential Board members, due to the resistance to change that they see.

The focus of the discussion moved to finding a new Communications Director. Joe asked if anyone on the Board could serve as Communications Director, at least on a temporary basis.

Christopher says he might be able to take this position, but wants time to consider this. He’ll attend the EC Congress, and will inform Joe about his decision. Says he would pare down the DC duties, and delegate them.

Jim thinks that this might be the time to have a paid executive director, for the CMG. There were others who shared this opinion, though no action was taken at this time.

### **2010 Board Retreat** (Drew Blanchar and Christopher Johnson)

Drew said there are two parts that members of the LEC-BA considered, when planning the 2010 Board Retreat. The first part, determining the date, finding a location, and how many participants, was fairly easy. The second part, the agenda for the Retreat, is not yet planned.

#### Summary of Action:

Christopher Johnson, Jamie Simmons volunteer to plan the agenda of the Board Retreat. Barry Schoenfeld will assist as needed.

#### Discussion:

Joe apologizes for not delegating the process of the board retreat, to the appropriate individuals.

Christopher said that the retreat will be in a Belmont home, scheduled for July 10 and 11. The host, Paul Van Houten, offered his facilities, which includes a meeting space, dining, and recreational spaces, which will accommodate the entire CMG Board. In addition, up to six men can stay overnight at this house.

There were a number of ideas for the 2010 Board Retreat to focus on, which were shared during the discussion. Amongst the focus themes were “CMG World,” which would look at diversity in the CMG Board; improving the communications between the Board and the LEC’s; holding a moreso social kind of meeting was suggested, as was looking at our aging Board membership, and the general CMG populations. Another suggestion was to define who the “elders” of the CMG are.

It was suggested that Jeri Lopker be asked to return to this meeting. She facilitated the 2009 Board Retreat, held in Los Angeles. It was also suggested that the retreat conclude Sunday night, to allow more time for thought and discussion. Jeri will likely serve as facilitator gratis, but the Board must cover her transportation costs, from San Diego.

### **68<sup>th</sup> CMG Update** (Steve Anderson)

The theme of the 68<sup>th</sup> CMG is “Shine.” Registration will be open by mid-July. Promo cards will be passed out at the 67<sup>th</sup> CMG

## **New Business**

### **Member Directory** (Lee):

Meant to be a resource directory, where a CMG attendee can sign up, and get info about other CMG attendees. Though it won’t be an interactive type of website, like Facebook, it can serve to provide information about our attendees, on a voluntary level. Lee asked the Board for continued support, and further suggestions.

### **Hot tub Purchase, for Fall Gatherings** (Jordan)

Vote: Passes Unanimously.

Jordan said that the Fall Planners want to purchase a hot tub, to replace the one in use for 10 years. The hot tub the 69<sup>th</sup> Planners want to buy, is already under negotiation, with a former seller of hot tubs.

Purchase proposal: the board shall loan out the cost of the hot tub, over a five-year period. The total would be taken out of the seed money, in \$600 increments, each year, until the loan is paid off.

### **69<sup>th</sup> CMG Budget (Jordan)**

Vote: Passes Unanimously

The approved budget is included as a separate document, as appended, to these minutes.

### **Future Meeting Agenda and Schedule (Joe)**

Joe moved that all remaining agenda items be tabled to the next meeting, at Camp Newman (68<sup>th</sup> CMG). There was a consensus to this. These items are found in the appendix of these minutes. The exact date, time and location of the next Board Meeting, will be announced.

Joe also suggested that there be one more CMG Board Meeting this year, at the 69<sup>th</sup> CMG (Pathfinder Ranch). No interim teleconferences will occur this year.

**Meeting Adjourned 4:10 PM**

## **Appendix**

### **CMG Mission Statement (2010)**

**The California Men's Gatherings (CMG) *creates and fosters a safe and supportive community* where we can take risks that not only educate, but also challenge, inspire and revitalize our emotional, spiritual, social and physical lives through local events, workshops, weekends and CMG retreats called "Gatherings."**

**We value the spirit of volunteerism, leadership and mentoring in all we do. We value understanding, compassion, inclusion, consensus, trust, collaboration and transparency, and we strive to share these gifts with our community-at-large.**

**CMG reaches out to, and creates space where all men, regardless of sexual orientation, age, race, religion or background, can find a different way to connect -- more openly...more honestly...with less fear...and a lot more fun.**

**We are committed to offering the opportunity for all men to learn, grow, connect and support one another by "*Building Community One Man At A Time.*"**

### **Tabled Agenda Items**

These items were not discussed at this meeting, but will be considered at the next CMG Board of Directors Meeting:

- Retirement Community Update (Trevor)\*

- Resource Library update (Jason and Barry)
- Create a formal Weapons Policy for events and Gatherings (Joe)\*
- 2010 ABM update. Possible date change discussion/proposal. (Ben~Andy)
- Five Bold Moves Update:
  - • Leadership: (Chuck Allen)
  - • Board Structure (Barry)
  - • Communications: (Ben-Andy)
  - • Fun: (Jason Jenn)
  - • Tribe: (EC-BA)
- CMG Volunteer Awards (Barry)
- CMG Cares/LA Plans (Barry)
- Board Development-enrollment in workshop/classes (Barry)

\*Asterisk indicates a committee or proposal which was forwarded to the Board, for review and consideration, at the 2010 JBM.