

CMG Board Meeting May 24, 2014, 8:00 AM Camp Shalom, Malibu, CA

In Attendance

Executive Committee

President: Matthew Sunderland

Vice President: Jamie Simmons

Treasurer: Dave Clark

Secretary: Mohabee Serrano

Planning Committees

79th-Frank Herman

80th-Steve Ibarra

81st-Ernie Elliot

Local Events Committees

San Diego-John Bayes

Los Angeles-Absent

Desert Cities-Keith Davis

Bay Area-Drew Blanchar (Substitute)

Sacramento-Al-Binky Hoch (Substitute)

Appointed Officers

Drew Blanchar, Communications Director; Joel "Blaid" Peisinger, Arts and Activities Coordinator; Tony Clark, Tech Director; Jim Ruboyianes, Webmaster*; Cat Walker, Archivist; Ben-Andy Hein, Registrar*

**Non-Voting Officer*

Visitors: Mike Fahy, Frank Rothacker,

Elders: Jim, Al-Binky

Absent: Norman Skonovd, Charlie Malarkey, Jeffrey Rhykus

Meeting Summary

Operating Procedures

--Social Media Policy, V5, is adopted as written.

--All Gathering and LEC Planners will be named as leaders, on the CMG Website, Jan. 2015.

--Development Director's proposed plans are approved.

Budget Approval

--81st CMG budget is approved as presented.

OLD BUSINESS AND REPORTS

President's Report (Matthew Sunderland)

This is the first meeting Matthew is conducting "live". He invited the men in the meeting to listen, and to speak about the issues. How we're talking to each other is especially important. We're CMG leaders, and we don't have to "shout" at each other. Matthew is grateful to those who came forth to support him in conducting peaceful, yet productive meetings. Matthew acknowledged Drew, for helping post the newsletter. Matthew encourages each of the men to write their experiences as CMG leaders in the

CMG, and to contribute the stories to the Newsletter. In the next issue of the Newsletter, the 80st Gathering will be featured. Sharing and coordinating with like-minded organizations is important. Matthew plans to include more community effort in the near future.

Vice-President's Report (Jamie Simmons)

The first-timers orientation was held last night, at the 79th CMG. Come and meet the newcomers at this Gathering. Many of these men are looking for new connections and changing their lives. Insurance certificate requests: Jamie says he's been fielding these requests. Jamie led a short session intention setting. Each man in the circle shared his intentions for the coming Gathering.

Approve Minutes of the March 30 Teleconference (Mohabee Serrano) Blaid moves; Ben-Andy seconds. The minutes are approved by consensus.

Treasurer's Report and Financial Statement (Dave Clark)

Dave Clark, CMG Board Treasurer, passed around a report to the Board, which shows the corporate budget compared to amounts spent, during the past five months. According to Dave, \$6,000 has been spent, of the \$16, 175 budgeted, as of May 21, 2014. Dave noted that the tech expenses, related to Giant Rabbit, went over budget by nearly \$1,500. On the positive side, the amount set aside for Board travel expenses was nearly untouched.

On the back side of the report is the Status of Cash Accounts, May 22, 2014. Dave says we covered our camp costs, and the 79th CMG will be able to pay back 13% of its gross income to the CMG.

Matthew commented that there is an advertizing budget for 2014, and encouraged the planners for Summer and Fall to use this. Spring used funds budgeted from the previous year. Spring Planners used Facebook's "ping" system, which promoted the 79th CMG to potential newcomers.

In the discussion about the Treasurer's Report, Jim suggested that we resume surveying men who attended each Gathering. Matthew will look into creating a standard survey, utilizing Survey Monkey.

Tech Report (Tony Clark)

Tony says that we're in the maintenance phase with Giant Rabbit. As of today, we spent. \$10, 700 for the "Rabbit's" services. We improved our ability to use the Civi CRM registration process, and it's "institutionalized" now, according to Dave. There are several CMG men with knowledge of how to run the Civi system. We reduced the possibility of losing everything, and we're doing well now. Tony is twinkled , and shared the accolades with Matthew, Ben-Andy, Frank Rothacker, and Dave. who accomplished a remarkable job.

Frank Rothacker is concerned that the Civi software and our improvements to it have no written documentation. Frank says he'll help with writing a technical document for the system. Dave says we'll work on a cost-effective means of keeping the system going from this point forward.

We're using Go-To-Meeting for teleconferencing. This is a much cheaper service than the previous one. The system the CMG subscribes to is limited to six speakers who are seen via video, but has unlimited audio and document referencing capabilities. Meetings can be recorded, and a .wav sound file can be made.

Social Media Policy (Drew Blanchar) Vote to adopt the fifth draft as CMG Social Media Policy: 8Y;

0N; 1A. This policy passes.

Discussion:

Drew said the fifth draft, which was posted to the Board, is one spelling correction difference from V4. Drew says the policy is simple: Just use common talk and “have fun” with it. Matthew calls for a possible vote on the matter. Drew thinks it's refined down to a place for voting. It's now a one page document. Did we resolve the political and religious matters, of the previous meeting? Matthew says it was resolved by being an educational organization, and we can provide education and awareness about political issues and candidates, as well as educational info about religion and spiritual practices.

A political rally held in San Francisco regarding non-GMO foods and the Monsanto Corp. was discussed. This was an event planned by LEC-BA, and wasn't a fund-raiser, but was to raise awareness of a political matter. There were some “grey areas” of this event, which, according to Drew, were resolved in the language of the event announcement.

Mike reminded the Board that our Social Media Statement needs to relate to the CMG Mission and is a legal policy. 8Y; 0N; 1A Policy passes. Drew is thanked for taking on this project.

79th CMG Report and Update (Frank Herman)

Frank says Ben-Andy, the CMG Registrar, has the final numbers. Ben-Andy was absent when Frank gave his report. Frank said the set-up and volunteer effort was outstanding this year, and also said that the Gathering will be run smoothly.

80th CMG (Summer, 2014) Report and Update (Steve Ibarra)

The planning committee is composed of 11 men total, eight of which are “active members.” A new card was included in the registration bag for 79th CMG attendees. Steve told the Board that the PC is made of up young, amazing guys, our future leaders. Steve ended his report with this proclamation: “This will blow your pants off! Pass the word about the 80th CMG!”

A question about the SF Pride booth was brought up. Al-Binky asked whether Sacramento men were needed for the SF Pride booth. Drew answered this concern. There will be no booth this year. At SF Pride, there will be gate greeters, and possible beverage service. The CMG-BA has been holding forth and paying for a CMG Booth at SF Pride, but apparently, to a low interest threshold. How do we know we don't have a good response from booth attendees? Drew says that surveys made in the past indicated that booth promotions are low in getting men to register for Gatherings. Steve says that one-on-one experience sells the CMG better than booth flyers, or even FB pages. Jim backs this up, urging the men to “tell a story” about one's experience with the CMG. Other experiences were heard. Wine tasting, and other local events. Personal connections are important. Steve will place a teaser in the dining hall for more interest in this Gathering. Closing ceremony is also considered, to remind the Spring attendees about the coming Summer Gathering.

81st CMG (Fall, 2014) Report and Update (Ernie Elliot)

Vote to approve the 81st CMG Budget: 10Y; 0N; 1A.

Ernie thanks everyone for their support. He is now Board Rep and Treasurer for the 81st CMG. The committee found a vision for the Fall Gathering. Going back to basics. The Gathering. See the ad in the 79th program book. Story telling, poetry, and song will be seen and heard. Scaling down to the “essence” of nature. The Budget is reviewed for this Gathering. Max attendance: 110, no flat fee. Camp costs went up. This budget reflects the highest possible expenses for camp rental. The Planners will

work with SD Events Committee, to raise funds for FA. Dave thinks the budget is well thought out, and is conservative, and endorses the budget as is. Jim wonders if a flat fee was considered. Ernie says no. Blaidd suggests sponsorships for various functions. Dave is opposed to flat fees for Camp Stevens, since the volume of income isn't needed.

Frank H. told the Board that the “early bird discount,” which was offered in the early months of 2014, for the 79th CMG, failed to live up to its promises, and will not be offered in the future for Spring Gatherings. The discount of \$25 failed to attract new early registrants, and those who took advantage of the discount would have come to the Gathering anyhow, according to Frank. Moreover, the discount offer cost the 79th PC income it could have made, and much time and effort was wasted on setting up this discount program. However, Frank does recommend the “one flat fee” plan, which was also offered to 79th CMG attendees. He says that this was widely praised by both attendees and the Planners, and he recommends that it be adopted statewide.

Archivist Report (Cat Walker)

Cat has been importing both the physical and electronic archives, from discs provided by the former Archivist, and documents found in the archive Vault. Cat is determining the contents of the archive, and will sort through items. No Roadshow is coming this year, but Cat will set up an “in memoriam” table, with Al-Binky Hoch.

NEW BUSINESS

Proposal from Last Meeting:

Naming Planners On The CMG Website (Charlie Malarkey/Drew Blanchar)

Vote to adopt this Operating Procedure: 10Y; 0N; 3A.

Charlie Malarkey says we only list the chairman and Board Rep, for each PC or LEC on the website. His proposal is to create a list of all Planners, which is posted on the website, and updated once a year, just before the Annual Member's Meeting. This will provide the complete list of men who comprise the CMG leadership. Mike supports this process. Frank R. wants to know if there is a form for committees to use, which can be easily updated. The proposal passes.

Development Director's Proposals (Joe Wagenhofer (absent)/Mohabee Serrano, presenter)

Vote to approve the four items: 12 Yes, 0N; 0A.

Mohabee read the four proposals, and suggests that the Board consider and decide on these matters. There are four items for the Board to consider and vote for. It is decided to group the four into one proposal, for the consideration of time and ease of voting. The four items are:

- (1) Set up a giving appeal, for FA funding, in December, 2014.
- (2) Set up a brokerage account, for receiving large bequests or other money donated to the CMG.
- (3) Begin the giving campaign with a car donation program.
- (4) Create a webpage or website for the gift and donation appeals.

From The Floor—Discussion Item

Logo Contest: Mike feels fearful of this matter, perhaps due to shortness of time to fully consider this contest in the March Teleconference. The parameters for the process aren't clear. Before we embark in the contest, we need to prepare parameters regarding what we are looking for. Mike thinks we need more into about this.

Mike and the Board were reminded that there's a logo committee Mike could join. There is also a workshop regarding what the logo is for, at the 79th Gathering. The committee will review the logos derived from the contest, and will whittle down the possible logos to present the best ones to the 2015

AMM. Matthew says the Board has not voted to change its corporate logo, either.

Next Board Meeting Date, Time, and Location—to be determined by the Executive Committee.