

**CMG Board Teleconference
Special Session
April 30, 2015**

In Attendance:

Mohabee Serrano, Secretary; Matthew Sunderland, President; Dave Clark, Treasurer; Jamie Simmons, Vice-President; Tony Clark, Technical Director; Jeffrey Rykhus, LEC-LA; Cat Walker, Archivist; Jim Ruboyianes, Webmaster; Clay Kilgore, Registrar; Frank Hermann, 82nd CMG; Norman Skonovd, LEC-Sacramento; Alan Weaver, LEC-DC; Joe Wagenhofer, Development Director; Kareem Christian, 84th CMG, Joel Peisinger, Arts and Activities Director

Elders Present: Jim Ruboyianes, Joe Wagenhofer

Visitors: Milo Shapiro, Rick Steadman (Marketing and Outreach Director-elect)

Absent Board Members: Charlie Malarkey, LEC-BA; Drew Blanchar, Communications Director, Steve Ibarra, 83rd CMG; Fabian Maes, LEC-SD

Text Message Monitor: Clay Kilgore

Meeting Brought to Order: 7:05 PM (Matthew Sunderland)

There are four matters to be considered by the Board at this Special Meeting. Due to time limitations, and the importance to review all four items carefully, any item which needs further consideration will be tabled to the Board Meeting in Malibu, scheduled for May 30, 2015.

84th CMG Budget (Kareem Christian and Dave Clark)

Approved unanimously.

Dave says the Fall Gathering is the smallest of the three Gatherings per year, but is the most profitable, due to fewer men, and lower costs. This Fall's Gathering is offering a flat fee, which Dave thinks will provide the same amount of income as the tiered system that was in use in previous years. Kareem said that one point came up: attendance has been skewed to the lower income, with FA distribution. The fee adjustment might attract more men in higher income brackets. Kareem says this will level the playing field, for all income levels. Last year only 90 men attended. Kareem says 110 can attend at Camp Stevens. Dave moved that the budget be approved. Tony seconds.

Alan asked about a Gathering's budget, and the statewide organization's share. Dave says that the projected budget for the 84th CMG will indeed cover the 13% revenue which is returned to the Board.

Norman, Jim, Joe, and Tony joined the Board Meeting.

CMG Marketing and Outreach Director (Matthew Sunderland)

Approved by acclimation.

Rick Steadman has applied to fill the vacant position. Rick is a CMG attendee, and was asked to volunteer for the CMG. His experience is in reviving failing businesses, and bringing them back to profitability. Rick thinks that the CMG needs help in its outward public visibility. He suggests changing our website presence, and possibly FB. He proposes to increase the general membership from our current 5K to 10K during his term of service.

Discussion Notes

Rick says he had no experience in marketing a non-profit organization, but has served in many volunteer capacities with different organizations over the past few years.

Budget for marketing: Dave says we don't have a specific budget for marketing. Dave says it's too early to determine the money needed for a marketing plan. For the near future, we'll need to work with Rick, to make plans, and then for budgetary considerations. In the current Statewide budget, we have several "filler" categories, such as "special projects," which might be used for marketing projects. We'll need to look inward so we can market outward to the public, then follow through with the actual process of doing this. Rick prefers to look carefully at what's needed, and then plan accordingly, mindfully.

Matthew noted that Jim and Rick, along with Fabian and himself, have formed a Website Revision Committee, which will look at adapting the website to Rick's recommendations for marketing. The Board is encouraged to contact any one of the committee members, to suggest changes to the website.

Alan moves the approval of Rick's appointment. Frank Hermann seconds. After hearing no "no" votes, Rick is confirmed by acclamation.

Revised Guidelines for Binky's List *Matthew Sunderland (Replaces Interim BL Policy)*

As amended, approve these guidelines. (Vote: 16-Yes; 0-No; 0-Abstain)

These rules amend the current Guidelines for Binky's List ("BL").

--No more than two submissions per *BL* by one organization.

--100 words max. per event.

--One weblink only, per organization, per month.

--Ad Banner size shall be reasonably managed, with sizes to be determined by the *BL* editor and CMG Communications Director.

--We will ask cross-use (web link) reciprocity. A link to the CMG Website can be made through a newsletter or a web page, by the individual or organization placing an ad in *Binky's List*.

--No promotions will be accepted for overnight events which conflict with CMG Gathering and Harbin dates, unless approved by the CMG Executive Committee.

--The CMG Communications Director will review each promotion, before they are published into *Binky's List*. Submission must be made by the 20th of each month, or as agreed to by the Communicatins Director or *BL* Editor.

Discussion Notes:

Matthew says that in March, after *Binky's List* was released, it was noted that there were several repeat messages from one organization, along with large ad banners from the same organization. The Executive Committee approved an interim set of guidelines, which are in effect through publication of the May, 2015 *Binky's List*.

Matthew opens discussion about continuing these practices, and also welcomes suggestions for further consideration.

Review:

Of the seven new or revised guidelines, three came under much discourse during the meeting. No one disagreed with the limitations on the number of submissions, the word count, and the one web link. There was some debate about possible conflicts with the Harbin Hot Springs Retreat, the maximum size of ad banners, and how the reciprocal web link exchange will be managed. In the end, the Board came to agree on amendments to this set of guidelines.

Round Table Discussion:

Frank Hermann: Agrees with the Exec. Committee; tends to agree with the scheduling conflict. Joe thinks that Exec. Committee, and not the President only, be responsible, to make a collective decision.

Blythe: Questions whether Harbin qualifies for an exception, to be a "Gathering."

Kareem: OK with this proposal.

Cat Walker, OK with the proposal, even though he favors tighter management of *Binky's List*.

Tony: All for it. Favors Harbin to be seen as a Gathering.

Clay requests that Drew (CMG Communications Director) is informed that these changes are forthcoming. Matthew says that both Drew and Bob Goodman (*Binky's List* Editor) have been working with him and the Exec. Committee all along.

Joe says there's no conflict with Harbin, and other events have occurred at the same time as Harbin.

Jim favors one banner per organization per month. There were six announcements for one org., in the March *BL* and one banner could have sufficed. Two announcements under one banner per month is OK. One such banner was too big. Reciprocal links could be an administrative nightmare, which are of questionable value. Bob will need to continually monitor this, and it's of little value. Minor point: Comm. Director will approve submissions by an earlier deadline date. Bob's current deadline is by the 24th day, prior to the publication. Jim suggests moving this deadline to the 20th of the month.

Norm says he's satisfied, with this proposal. He doesn't understand Jim's concern about the reciprocal links.

Jeffrey says he's OK with it.

Alan Weaver asked for clarity about the character count and banners and why this was important. Exec. Committee is supported; Is there any way to vet out prospective organizations and sources of the announcements?

Matthew asks about banner sizes; Jim says that the Communications Director and BL Editor can determine sizes.

Dave Clark; Harbin needs to be considered as a "Gathering."

Mohabee agrees with the proposal, as amended.

Rick S. says he's too new to the Board to make further comments, but he supports this revision of guidelines.

Frank thinks we could hold off on banner sizes. He wants feedback from Bob and Drew first. Banner size needs to be reasonable, but not the same size. Give Bob time to work with the announcement contributors.

Jim says it's not a question of the size of banners, but if the size is reasonable. The sizes of the March *BL* seemed too large. A Reasonable size (one that doesn't "monopolize" the whole *BL* newsletter page) can be used. Jim is not in favor of every banner being the "same size."

Tony is looking at an earlier edition of the *BL*, and will post it to those using the video captures.

Dave Clark doesn't agree with any geographical exclusions, when it comes to conflicts with CMG overnight events. Milo asks why there are any exceptions. Frank agrees. The Exec. Board has the ability to determine exceptions. It's a clean rule now.

Mohabee agrees with Frank, there are three Gatherings, which are funded by the Board, while Harbin is an LEC event. Matthew says this amendment will be dropped, since it apparently needs more time to consider.

Milo (visitor): asks for review of the entire interim policy.

Matthew reads the Executive Board's recommendations, making note of the change, from 100 characters, to 100 words, in each promotion by an individual or an organization.

Jim asks whether we can add an item for the Malibu Board Meeting. Is *Binky's List* necessary? A survey could be taken. A quarterly *BL* could also be considered. Jim says that a newsletter and outside advertizing could be combined. Bob Goodman, the current *BL* Editor, is willing to take this on. Matthew calls the vote: 16 Yes; 0 No; 0 Abstain.

Marketing The 82nd CMG—Phone Campaign (Frank Hermann)

Frank asks the Board to do anything and everything possible, to make our attendance greater. 75 are registered now; we need to have more men canvassed for possible attendance to this Gathering. Informal telephone calls, and other means are in practice. There are men who might just have Memorial Day Weekend free. There are also cards to be placed in conspicuous locations. Ben-Andy will have a list of possible attendees, from our attendance lists. Matthew will call 22 men. Frank says each PC member took on 50 men each. Call everyone on your personal phone list!

Tony says that we could help. If each one of us calls someone who has never attended a Gathering we could make our attendance goal. Frank says we need help from the Board, please contact all friends and people that one knows. A number of other persuasions were given to the Board, including radio or printed promotions.

Alan asks if using the gay press might help, we have one month to go. Frank says that there were plans to advertize, which didn't materialize. Dave thinks it may be too late to promote the 82nd CMG by this method.

Clay says that 87 men have signed up, perhaps due to the phone call campaign. The Board is encouraged to register ASAP. Clay suggests a “clip audio” for local radio stations.

Rick suggests that we promote through an email blast, to provide more visibility. Dave supports this, and also suggest promoting the weekend, and the low price. Other suggestions include a Craig's List promo, and other web-based ideas.

Venue for 1916 Annual Member's Meeting

Norman says Lions Gate, Sacramento, will be the location of the 2016 Annual Member's Meeting. LEC-Sacramento is planning this. A large “Admiral's house” is reserved, at Lion's Gate. More info is to follow.

Next Meeting: Camp Shalom, Malibu, Sat. May 30, 8:00 AM, location to be determined. Submissions and reports can be sent to the President or to the Secretary.

Matthew closed the meeting, at 8:35 PM.