

California Alpine Club Board of Directors Meeting Minutes  
Alpine Lodge Saturday, November 17, 2018

President Jay Gustafson called the meeting to order at 2:03 PM.

President: Jay Gustafson – Present  
Vice President: Ann Meneguzzi – Present  
Treasurer: Jeff Grimshaw – Via telephone  
Registrar: Mark Sapiro – Present  
Secretary: Candy Barnhill – Present  
Past President: Jim Nixon – Present

Director: Nancy Emerson – Present  
Director: Amy Pertschuk - Present  
Director: Tim Warden – Present  
Director: Dan Larsen – Present

Members attending: Per attached sign in sheet.

Call to establish a quorum: The president ascertained a quorum was present.

Recognition of request(s) to add item(s) to agenda: Children's Christmas Party: New Business. Ann M.

Approval of October 20, 2018 Board meeting minutes:

Candy moved / Nancy seconded to approve the Oct. BoD meeting minutes. Approved unanimously.

**NEW MEMBERS FOR BOARD APPROVAL:**

**Jamie Goodspeed**, South Lake Tahoe, CA Sponsors: Jerry Schweickert and Hannah Dunton  
**Heide Coleman**, Mill Valley, CA Sponsors: Jennie Bruyn and Robert Freinkel  
**Patricia Rojas**, Mill Valley, CA Sponsors: Marina Rose and Sarah Davis  
**Fred Klammt**, Plymouth, CA Sponsors: Jerry Schweickert and Tom Coleman

**REINSTATEMENT:**

**Jean Kramer & Dennis Slaughter**, Oakland, CA Sponsors: Bob Smith and Jenny Bruyn  
Approval of new members and reinstatement: Moved, seconded, approved unanimously.

**COMMUNICATION:** **Written:** None **Oral:** None

**OFFICER REPORTS:**

Jay G. 500 CAC logo sticker/decals purchased through local vendor are available to give to CAC members.

Options discussed, decided. Initially:

- 1) Include one decal in Welcome Letter sent to new members by Bev L.
- 2) Article in Dec/Jan TRAILS. Send SASE to CAC PO Box in Mill Valley if wish to receive a decal.
- 3) Give one to each WorkParty participant, attendee at BoD sponsored social event, Outings hike/event.
- 4) Jay to retain ~50 stickers/decals for impromptu lodge(s) use.

Volunteerism at lodges by CAC members. Continued roundtable discussion.

Jeff G. Limited progress in obtaining needed figures and data. Jeff, Jim, Jay will continue to work on action items. Jeff will obtain available expense data. **ACTION:** Jeff will send e-report early December to BoD, Will contact identified individuals.

Mark S. Current total memberships are 563, 185 current joint memberships, 748 members including spouses/partners but not dependents.

Candy B. No Secretary updates. January 26<sup>th</sup> Members Lunch will begin at 11:30am with Q&A from members, 12pm lunch, 1:00pm Members Qtrly meeting. Leadership requested to attend Q&A and lunch if possible. Inquiry regarding costs of mailing and printing TRAILS with respect to prior BoD discussion. Suggestion to add specific question to Annual Dues letter asking members to indicate which month of year are willing to volunteer to fulfill their annual membership commitment. **ACTION.**

Ann M., Jim N., Amy P., Tim W., Dan L. No updates / report.

Nancy E. Has written article for Dec/Jan TRAILS regarding upcoming volunteer opportunities and contacts, will become monthly feature in TRAILS. CAC website Volunteer Documents page renamed to Volunteer page. Looking into 3<sup>rd</sup> party concessionaire to facilitate sign-ups for (volunteer) events. Roundtable discussion regarding enhancing/extending ongoing sponsor/mentor/seasoned club member outreach to new members / getting new members vested in the lodges. Work party host(s) sign numerous new member applications at work parties, building and maintaining ongoing relationship with each new member not possible. Revision(s) to New Member application form and to Annual dues renewal Letter.

#### **COMMITTEE REPORTS:**

Membership – Effectuate member's obligation to contribute to Club operations at least once per year.

Outings – Renee H. Many outings are full with a wait list. Kudos to CAC members for their interest and participation in Outings trips and Saturday Sorties. Much appreciation to CAC members who are leading those adventures. Spring or Fall 2019 trip to Channel Islands [3days, 3nights, 3islands].

Publications – Lenora Y. E-report attached. Transition activities to Lenora ongoing. Reminder to all contributors that TRAILS submissions are due on or before 5<sup>th</sup> of each month to monthly editor.

Sunshine – Typically receive news of and reach out to one member a month.

**Alpine Lodge, Echo Summit Lodge, CACF Reports** – No Alpine Lodge Trustee report. Echo Summit Lodge Trustee report e-filed by Cindy Toran, attached. CACF – Grants for 2018 have been awarded.

#### **CURRENT BUSINESS:**

**Volunteer support for Alpine Trustees.** Ongoing.

**Logo Wear.** Craig Dahl and Jay G. have obtained a vendor in Concord, CA to put together a storefront for CAC. Storefront will be for clothing with CAC logo. Vendor will batch, produce, ship orders two or three times a month. CAC member will reconcile articles ordered, CAC will then pay vendor. No returns or refunds on any items ordered.

**On-line registrations & membership renewals.** No progress. Mark, Jeff, Amy to move this project forward.  
**ACTION:** Full report to BoD at February 2019 BoD meeting.

**Guidelines by Trustees for inquiries regarding and/or use of lodge(s) by reciprocal organizations and/or individual members.** [Alpine Lodge]. No action.

**ACTION:** Jay to re-send his e-mail to Donata for Alpine Trustees action.

**Review '17/18 Financials, 2019 Draft Budget.** Complex and time consumptive endeavor. Limited progress.  
**ACTION:** Hope is to have 2019/2020 draft budget available for review during January BoD meeting.

#### **NEW BUSINESS AND ROUND TABLE DISCUSSIONS:**

**CACF Memorandum regarding sustainable Financial Support.**

Memorandum attached. Roundtable discussion. Annual dues income. Revenue: expenses ~50%. Set amount of support versus percentage of annual dues. What is purpose of the CACF. Jim, Amy, Jay were appointed as a sub-committee to husband the development of the background research and preparation of any by-law changes which may be presented to members.

**ACTION:** CAC BoD has agreed to provide a motion to members for continued financial support of the CACF. If a change to CAC bylaws is required, it will be presented to members following CAC policies and procedures for changing CAC by-laws.

A three or four line article regarding the CACF's request for Sustainable Financial Support by CAC will be included in Dec/January TRAILS.

**December 8 Children's Holiday Party.** Sign-ups are very low. Option to cancel event due to low sign-ups approved. Club member with children having overnight same week-end at Alpine lodge.

**Meeting was adjourned at 2:45 pm. Next Meeting: January 26, 2019 at the Alpine Lodge, 2:00 pm.** 11:30 am - Hors 'd & round-table Q&A. Lunch 12 noon. Member's quarterly meeting 1:00pm.

Respectfully submitted, Candy Barnhill, Board Secretary

Wed, Nov 14, 2018 9:28 pm Subject: **Echo Summit Lodge Report** for Nov. 17th BoD Meeting

ECHO SUMMIT LODGE REPORT: CAC BOARD OF DIRECTORS MEETING – NOVEMBER 17, 2018

- CalTrans Project to Replace Bridge/Viaduct on Hwy 50: A meeting has been set for Friday, November 16<sup>th</sup> at Echo Lodge. Cindy & Bob to attend. CalTrans folks will present the project plan and answer questions. Folks from Berkeley Camp, Echo Chalet, Echo Cabin Owners Assn, and Echo Lake Cabin Assn have been invited.
- The carpets in the entire lodge were cleaned this week and look great!
- Many hosts have now signed up for the winter season. We have only one weekend open in February plus the New Year's time and several mid-week openings. Now we just need SNOW!
- There are no major projects on the near horizon, but these were identified at the Fall Work Party: Painting the lodge and work on the siding on the large shed.
- The next Echo Trustee Meeting will be Wednesday, December 12, 5 pm, by teleconference.

Sent: Thu, Nov 15, 2018 8:53 pm Subject: **Publications Report** for November 17 BoD meeting.

**Summary:**

1. Introductions of new and existing editorial team members ongoing
2. Transition activities between Carroll and Lenora ongoing
3. At the present time, there will be no changes to existing processes and newsletter formats

**Accomplishments:**

1. Monthly editor schedule for CY 2019 completed
2. QRG
  - a. Established "change log" to document pending changes to ensure requests are included
3. Standardization of email distribution lists ongoing
  - a. To avoid omitting TRAILS contributors, the Publications Chair has been sending a list of email addresses to monthly editors for their use in issuing the "Call for Articles."
4. Photo library
  - a. Exploring establishment of a photo library of regular contributors (e.g., Arlin Weinberger, etc.) to:
    - i. Make their content and mission more relevant (being able to assign a name to a face increases reader affinity)
    - ii. Assist new members in identifying key members of the CAC
    - iii. Improve text to image ratio for optimum newsletter layout

**Issues:**

1. Submissions due on the 5<sup>th</sup> of the month -- late submissions by contributors cause...
  - a. A prolonged editing and production cycle
  - b. More hours spent by editors
  - c. Late newsletter publications, often a day before next cycle begins
2. Contributors sending random photos and articles directly to Susan Johnson/DPI
  - a. All articles must be sent to the monthly editor to make certain we are in compliance with established rules/regulations, such as proper attribution, appropriate consents, etc.

**Pending:**

1. Focus on building an editorial community
  - a. Training opportunities
  - b. Team building
2. Standardize editorial forms & process
3. Update Publication Guidelines