

NAMI SACRAMENTO
BOARD OF DIRECTORS MEETING MINUTES

Tuesday, January 19, 2010

Members Present: Belinda Beckett, Caroline Caton, Linda Ellis, Craig Hays, Marilyn Hillerman, Al Lipson, Larry Liseno, Patsy Pavan

Absent: Sontine Kalba

Reviewed Meeting Minutes for November - approved w/ no corrections

ELECTION OF OFFICERS FOR 2010

Motion to approve candidates for office made by Al and second by Marilyn. **President** – Caroline Caton, **Vice President** – Belinda Beckett, **Secretary** – Linda Ellis, and **Treasurer** – Larry Liseno

TREASURER'S REPORT (Larry)

Donations vs Reimbursement for Board Member expenses

Naomi strongly suggested a policy of in-kind donations be developed to avoid any scrutiny (refer to draft of policy#1-2010). Feedback offered which Larry will incorporate and e-mail to the members for review and approval.

Larry reported that everything is on track re: cash flow. \$58 k in NAMI funds. Spend about 4-5k on average. Naomi reconciles bank accounts. Two acct: regular 5-6k in checking. Money market acct 30-33k. balance in CDs laddered. Money market acct increased by 10k because one CD matured. Come due when we need money. Have enough to carry us through this calendar year w/o infusion of a great amount of money, but hoping to get that infusion from NAMI walk.

Northern CA NAMI Walk has its own checking acct as more than one chapter feeds funds into the account, hence the name. San Francisco chapter believes that SF is 'Northern' CA and feel that people will be confused. SF chapter objected at the last minute even though NAMI National signed off on it. Will probably have to change it next year. If we do, we'll attempt to insist that we don't give any money to NAMI national out of this walk because we can't afford it.

Caroline will consider relationship building with SF chapter to discover what is the motivation behind the objection to keep the name. The fear might be that they might lose some of their revenue – even though it might be a small portion.

Larry feels we are in much better shape now than this time last year. Fiscal year – we are midway thru and right on track. Caroline motioned for approval of financial statement. Seconded by Al with all approvals.

EXECUTIVE DIRECTOR'S REPORT (Sontine)

Constant Contact

- Constant Contact system is up and running. We've been sending emails out to announce general meetings, distribute our newsletter and provide information to NAMIWALK team captains.
- Sontine is still fine-tuning the data in Constant Contact.
- One of the many benefits of Constant Contact is it is online, so different people can log in as needed to send out emails. Much better than old system, which relied on one person (Sherrie)

who had to send out 10 separate messages to reach everyone because her email system didn't allow her to send to more than a certain number of people.

Fundraising

- Through end of year mailing we've raised \$2,120 from 26 people. This is about half way to our goal of \$4,000. We expect to receive more donations in the next 6 weeks.
- Received some unexpected donations from people we don't know, including a \$2,000 donation given through our web site and a \$500 check mailed from another donor.

Peer-to-Peer Grant Proposal update

- Unfortunately, we were not granted funds from Catholic Healthcare West. Belinda or Caroline to follow up.
- NAMI California is granting us funds for one Peer-to-Peer course to be held this spring. NAMI California is also going to pay for mentor training for a few new Peer-to-Peer mentors.

Selection Committee for the Mental Health Services Act Steering Committee

- Pat stepped down from this selection committee and Sontine has joined.
- Sontine attended the January meeting.
- Good opportunity to network with County officials and other mental health nonprofit leaders (eg. Consumers Self Help and Mental Health America executive directors). Important for NAMI Sac to maintain connections with those folks.

Board Binders for New Board Members

- Will be available at February board meeting.

OLD/NEW BUSINESS UPDATE

Fundraising Update (Belinda)

- **Direct Mail Campaign** - United Way will look at our financial statement for the new year United Way app due Feb 2. Belinda needs feedback and information from different people to include in the app (member feedback, statistics).
- **NAMIWalk** - Every BM either forms a team or personally donates \$250, separate from commitment to NAMI chapter, in general.

Distribution of the Newsletter to Non Members (Sontine)

Membership and Newsletter Issues

- We have declining membership.
- Members typically become members for 1-2 years and then stop being members.
- We have been emailing newsletters to many non-members and many previous members. (But we don't mail paper copies to many non-members. We do distribute some to doctor's offices and clinics.)
- We send our email announcements regarding our general meetings and other topics to anyone we've ever had contact with including all former members who we have email addresses for.
- Since all of our services are offered for free, and just about anyone can receive all our announcements and our newsletter by email, what is the incentive for people to pay the membership fee?
- How can we increase membership?
- I've noticed that other NAMI affiliates offer their e-newsletter to anyone who want to be on their list.
- I need to contact some other NAMIs to ask them what they do to encourage people to become and remain members.

- I think some board discussion and brainstorming on this topic would be very helpful, but I don't think we should vote on something that then gets set in stone until we talk to some other affiliates about how they handle this issue.

Discussion of Above at Board Meeting:

Most successful meetings are the ones where people get to meet and share their stories. What package of benefits do we provide to members to incentivize their joining? Cost \$40 for general and \$17 consumers. Donations by non-members? Do we automatically put them on the e-mail list to receive it?

Linda: send a complimentary issue after receipt of donation.

Marilyn: have checklist of whether or not they want to receive.

Caroline: more professionals tend to want to receive it.

Larry: 10% of budget comes from membership dues.

Al: there are key people who we *want* to receive it. Belinda says that the board members can identify who these key people are. Provide these people with a hard copy.

Patsy: consider key people affiliates and offer them an affiliate fee. (newsletter only?)

Consensus to send to members and key people only. Send members only because they pay. Not to continue to send to former or non-paying people. Non-members can go to the website.

Ed Fishbein, Bee writer, great at researching topics. We can identify a community leader who he might be able to interview for the newsletter. Create an ad that makes people learn more about us.

Larry would like to persuade someone at the Bee for an article two weeks before the walk to advertise it. Good Day Sacramento. Keep this in mind in order to build our membership.

Marilyn: if it doesn't cost that much to reach that many people, if have list of who the donors are, invite them in, don't just cut them off. Give them a heads up that they will only get 2 more newsletters.

Al: motivation for membership – personal situation. Getting the newsletter out to more people is more imp't than 10% of the budget.

Belinda: the newsletter may cause someone to continue being a member.

Caroline: table further discussion until next time.

2009 Annual Report – reference separately

Report on Meeting with Mary Ann Bennett (Al and Caroline)

Caroline: Pat, Al, and Caroline met with Mary Ann Bennett on Dec 4, 2008 to welcome her as new Director of SC Div of Behavioral Health. She has more of an admin background not clinical and personal experience with MI. She committed and agreed to support NAMI walk, coming to luncheon. County forming team for the walk. NAMI shared concern re: budget cuts in the County and fact that NAMI isn't included as a stakeholder. NAMI hopes we can be more of a partner to share info about changes in the future. She seemed open. Pat Mangane has agreed to serve as a liaison. Mary Ann contacted NAMI to be a spokesperson for those folks denied treatment due to budget cuts.

Board Member Responsibilities

- **Newsletter Articles** - Spotlight on Members in newsletter not successful after solicitation of stories by Belinda. New twist? Belinda assigned each BM to send a snapshot of them to be included in the newsletter each month.
- **NAMI Walk** - Every BM either forms a team or personally donates \$250, separate from commitment to NAMI chapter in general.

- **General Meeting Attendance** - Caroline feels it's imp't for BMs to attend general mtgs so we can have a presence and be there to interact with people.
- **Membership Chair** - Patsy and Craig said they would consider being membership co-chairs. Marilyn requesting identification of what the needs are so she can see where her skills/interests might fit.

Kathleen Derby MHSA coord for NAMI CA (Caroline) is trying to set up mtg to discuss how MHSA moving forward in Sac County to access funds, i.e. PEI prevention early intervention program (Caroline to attend). We need to be in a position so we can respond to an RFP right away.

Marilyn: heard MHSA and PEI something that will be at the Sierra Health Fdtn (?) inviting consumers and family members (reps from various organizations Feb 18.) Caroline to check it out.

Al: other source of funds that will be avail is on the work experience and training program thru MHSA.

Board Meeting Schedule for 2010

Board mtg schedule 3rd Monday except Tuesday Feb 16. Caroline will request consensus for next.

UPCOMING EVENTS

February 7th – Sacramento Peace Officers' Bench Press Challenge Fund Raiser

February 24th – NAMIWalk Kick-Off Luncheon

Meeting adjourned at 8:40 pm

NEXT MEETING – WEDNESDAY, FEB. 17, 2010, 2010 @ 6:30 on Power Inn Rd.