

Oregon Counseling Association (ORCA)



Board Meeting Minutes  
September 24, 2016

**Board Members Present:**

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| X Raina Hassan—President           | X Services Coordinator—Evan Duma     |
| X Ryan Melton—Past President       | Doug Querin—Ethics                   |
| X Joel Lane—President Elect        | X Meghan Opbroeck—GRASS              |
| X Kara Eads—Treasurer              | Chad Ernest—Public Policy & Advocacy |
| X Suzy Elton— Secretary            | X Emily Kolibaba—Technology          |
| X Gianna Russo-Mitma—Communication | Joel Lane—OACES President            |
| X Susan Zall— Admin, NBCC          | X Joseph Hernandez—OCDA President    |
| Taylor Wolf—Professional Dev & Ed  | Vacant—Membership                    |
| Caity Morgan—Professional Dev & Ed | X Sue Ujvary—Networking              |
| X Kathleen Coleman—Human Rights    | X Candice Elliot—Fall Conference     |

**Non-Board Members Present:**

- Melissa Chernaik—Rebranding  
Jennie Hayes—Rebranding  
Amy Kennedy—Volunteer  
Brenda Hanson—Conference Committee

- I. Call to Order
  - A. RH. called the meeting to order.
- II. Approval of Agenda
  - A. RM moved to approve the agenda. SZ 2<sup>nd</sup>. Passed.
- III. Approval of Minutes
  - A. RH requested that board members print out personal copy of minutes in the future to offset paper costs. RM recommended projecting minutes on screen.
  - B. CE moved to approve minutes. SU 2<sup>nd</sup>. Passed.
- IV. Words of Wisdom
  - A. KC provided words of wisdom.
- V. Updates and Strategic Topics
  - A. Treasurer's Report: (Kara) see report
    1. Report on budget provided including report on deposits and expenses.
    2. Expenses in future: conference, logo.
    3. OR Counseling Foundation and OACES accounts remain the same, excepting addition of interest.
    4. A complete version of budget is now located in Quick Books on line.
    5. In first quarter (ORCA Fiscal year of July1 -June 30), close to meeting ¼

- of yearly budget for membership.
- 6. Expenses for the first quarter are approximately 22.6% of budget; appears on target.
- 7. Using Wild Apricot (WA) for membership registration, no longer Reg on Line. WA includes daily deposits.
- 8. Kara keeping track of time spent on treasurer responsibilities. May consider larger team to cover duties in the future.
- 9. Discussion regarding setting goals for budget. Requested that chairs send Kara a “wish list” with budget goals for committee.
- 10. Multiple board members thanked Kara.
- B. ORCA Services Coordinator Update/Wild Apricot Presentation (Evan)
  - 1. Using Wild Apricot 100% for Member Registration. 540 members current.
  - 2. Continue to use Reg on Line for conference registration.
  - 3. Google App for Work in process. Evan is working on documentation.
  - 4. Sending out member recruitment postcard. Asked for input on design.
  - 5. Request for change from Yahoo for list serve to alternate platform
  - 6. Evan’s current email: [orcacounseling.support@gmail.com](mailto:orcacounseling.support@gmail.com) will be emailed to all members
  - 7. Evan asking for wish list for his duties.
- C. Update on Rebranding/Logo (Jennie and Melissa)
  - 1. Provided power point presentation “Brand Strategy and Story”.
  - 2. Recommended board accept \$3000 current bid for logo. Kara consulted regarding availability of funds.
  - 3. Goal is for logo completion date by end of October in time to print materials for the fall conference.
  - 4. CE moved to allocate monies from reserves to logo line item.
  - 5. KE 2<sup>nd</sup>. Passed,
  - 6. RH thanked Gianna, Melissa, Jennie, Kathleen for efforts on rebranding committee.
- D. AFSCME letter (Chad)
  - 1. Tabled until later time
- E. Creating a Partnership Policy (Susan)
  - 1. SZ will head up committee for policy writing.
- F. Advertising on Website (Raina)
  - 1. Discussion led regarding allowing advertising on ORCA website
  - 2. Board agreed with suggestion of a forum as a compromise

## VI. Division/Committee Reports

*Each report is given 5 mins. or less, otherwise tabled for future discussion. All written reports are now located on Google Drive.*

- A. Divisions
  - 1. OCDA: President, Joseph Hernandez—see report
    - a. Goal of OCDA to increase membership/networking
    - b. Providing Professional Development Initiative (PDI) events in future

2. OACES: President, Joel Lane —see report
- B. Committees and Executive Council
  1. Public Policy & Advocacy: Chad Ernest—see report
  2. Membership: Position Vacant
  3. Fall Conference: Candice Elliot—see report
    - a. 204 current registrations for conference. Hoping for 250-300.
    - b. Requested that board members interested in volunteering sign up as soon as possible.
    - c. 15 sponsors to date. Needs lunch sponsor (\$5000).
    - d. Low traffic vendor areas still available (\$350).
    - e. Asked for membership table—Evan.
    - f. Tech committee asked to take photos.
    - g. Scott Miller (highlighted speaker) will be offering his book “Heart and Soul Change” for sale at conference.
    - h. CMEs available for medical professionals. EASA is covering costs.
    - i. Candice asked for help on Thurs night before conference.
  4. GRASS--Graduate Students: Meghan Opbroeck—see report
    - a. Meghan met with Jenny, former GRASS chair.
    - b. Needs access to Google Drive.
    - c. Reaching out to counseling programs throughout state as 1<sup>st</sup> year cohorts begin.
    - d. Sending out information on fall conference to college programs
  5. Technology: Emily Kolibaba (see report)
    - a. Recruiting volunteers for tech committee/webmaster duties
    - b. Will make up list of webmaster duties
  6. Communications: Gianna Russo-Mitma (see report)
    - a. Getting more ads than budgeted.
    - b. Will place ads for need for volunteers for Technology, Human Rights, OCDA committees
    - c. Next newsletter submission due date is Oct. 1
    - d. Newsletters are submitted quarterly: Nov, Feb, May, Aug 1st
  7. PD & E: Taylor Wolf and Caity Morgan—see report
  8. NBCC Administrator: Susan Zall—see report
  9. Human Rights: Kathleen Coleman--see report
    - a. Needs committee members; has 4 “maybes”
    - b. Continues to reach out
  10. Networking: Sue Ujvary--See report
    - a. Salem Networking Event: Sept 30, Urban Eatery, 6:00 Pm
    - b. Vikki Maxon is networking committee member in Salem.
    - c. Emily offered to assist in the Salem area.
    - d. “Dream” is to have an event every other month.
    - e. Next Portland event planned Nov 4 in conjunction with the fall conference.
    - f. Wants to preschedule events for the year
    - g. Planning “other types of events” including picnics. Light-hearted

fun.

11. President: Raina Hassan—see report
    - a. Raina attended OBLPCT meeting this past month.
    - b. Continues to work with the Branding committee.
  12. Past President: Ryan Melton—see report
    - a. Ryan's primary role has been to support the fall conference.
  13. President Elect: Joel Lane—see report
  14. Secretary: Suzy Elton—see report
    - a. Continued completion of minutes and distribution
    - b. Continued coordination of requests of ORCA emails
    - c. Assisted Even with Google Voice while out of town.
    - d. Will attend Dec OBLPCT meeting.
- VII. Old Business (Raina)
- A. Vacant Positions
    1. Recruitment for a Membership Chair is in process.
    2. Doug Querin will fill the Ethics Chair position in the fall.
    3. Continue to need nominations for awards (Leonna Tyler) prior to fall conference.
- VIII. New Business (Raina)
- A. Susan recommended new board membership orientation
    1. Will explore this.
- IX. Appreciation and Acknowledgements
- A. Multiple board members were recognized for their outstanding work and support:
    1. Kara recognized by multiple members
    2. Rebranding committee recognized for efforts
    3. Evan recognized by multiple members
    4. Candice appreciated for her work on the fall conference
    5. Brenda and Sarah, fall conference committee members, recognized for support and work
  - B. Raina adjourned the meeting.
    1. SU motion to adjourn
    2. KE second; passed

Minutes respectively submitted by Suzy Elton, ORCA Secretary.

