[MS-0087.001.006.005]

CURE Board Meeting July 2, 1969

From: Virginia Thompson, Budget Committee

Dear Board Members,

Some facts:

12% of the 4,500 Newsletter circulation are paid-up subscribers.

CURE is losing possible available income.

4,500 subsciptions @2.00 ...	$9,000	Loss $8,010
2,250 subscriptions @2,00...	$4,500	Loss $3,510
1,500 subscriptions @2.00...	$3,000	Loss $2,010

25% of 3,900plus unpaid subscriptions
paid-up @2.00 ..... GAIN $1,950

The need to provide some free circulation of the CURE Newsletter is realized, however, CURE's loss of available income is one to be carefully examined.

It is not unrealistic to expect 25% of the present "free" Newsletter recipients to meet their obligation of $2.00. Again, only 8% of those presently receiving the Newsletter have paid for it.

CURE can do better. Attached is an envelope that might be inserted in the next Newsletter or in a separate mailing. It, of course, will require money to purchase and print but then, money well spent is money earned.

At the February 5, 1969 CURE Board Meeting Marty Bloom moved, "we approve in principle the publication of an eight page newsletter at or about the same cost as the present four page Newsletter." The motion carried.

The cost of the eight page Newsletter last month cost CURE $131 over the cost of the previous four page Newsletter. The estimated annual cost increase for an eight page newsletter is from $1,600 to $2,000 using the present production methods. Also, the more difficult mechanics of folding and handling should be taken into consideration.

We need money.

We can get "free subscribers" to pay if we solicit in a business-like manner. The technique to use is: low-key but forceful. (Did Cabrillo Foundation have a problem getting a buck for their programs at the Civic Theatre Award Program on the evening of June 6,1969?)

"In a nutshell", let us stop crying and begging for money and just "send the bloody envelope".

CITIZENS UNITED FOR RACIAL EQUALITY (CURE)

Proposed Budget 1969-70

INCOME			
Memberships	$2,484.00		
Subscriptions	990.00		
Donations	250.00		
Grants (Scott Foundation)	1,900.00		
New memberships	500.00		
New subscriptions based on 25% of 3,900 free subsciptions currently circulated payed.	1,950.00		
			$8,074.00
EXPENDITURES			
Administration			
Office supplies	$150.00		
Telephone	100.00		
Postage	75.00		
Subscriptions	6.00		
		$331.00	
Newsletter			
Printing	$1,930.00		
Postage	1,740.00		
Labels	50.00		
		$3,720.00	
Operations		$4,023.00	
			$8,074.00

CURE BOARD OF DIRECTORS MEETING
July 2, 1969 - 7:30 p.m.
Unitarian Church

Present: Swift, Edminston, Lloyd, Bloom, Margolis, Burke, Young, McMahon, Carlin, Cheek; also Kay Carlin, Gail Durson

1. The minutes of the meetings of June 5 and of May were approved as distributed.

2. The treasurer's report, which shows a balance of $2,043.27, is attached. Martin suggested that an itemized report for the month which would show receipts and expenditures for that month would be helpful to Board members. Board members were asked to think of details and format for a carefully defined annual budget that would be more specific than the "proposed budget 1969-70" as submitted by Virginia Thompson and the Budget Committee.

3. Gail Durson expressed regret that she and Jean Seley had not been able to follow through to their satisfaction with the distribution of the "employment cards." She reported that to her knowledge she had obtained no more than 15,000 from the printer, who did not then nor since submit a formal bill. She said that to the best of her knowledge there was about $70 remaining on the bill. She said she felt responsible.

   MSP - that CURE assume responsibility for the payment of the printer's bill for the "employment cards."

   Shuf agreed to talk further with the printer to clarify the number of cards printed and the amount due.

4. Dot told of a new magazine, Synergy, which will focus on the black and brown communities. It is to be put out by Mr. Couch, an instructor at City College. Mr. Couch indicated an interest in talking with CURE Board members for purposes of publishing information about CURE. He offered to give suggestions about layout and graphic arts for CURE's News letter.

5. An effort is being made to firm up the schedule for each issue of CURE's Newsletter. Copy is to be in by the 10th of the month. Copy reading takes place the Monday or Tuesday nearest the 15th of the month. If material reaches the printer Tuesday morning, he will guarantee to have it ready by Thursday. Ruth is to be asked what time schedule she could work with.

   Martin suggested greater attention to format, using more art work, which he has liked in past issues, and attention-drawing headlines.

6. The part played by Gertrude Banfield and other women at Wesley Palms in helping with the Newsletter was enthusiastically recognized by the CURE Board. It was suggested that a special article in a future Newsletter feature the role played by these women. It was agreed to have a pot-luck supper honoring them as our guests, with spouses of CURE Board members to be invited, too, on either the 25th or 26th of July at Shuf and Phyllis Swift's, pending arrangements of details. A letter was to be written to Gertrude. Dorothea offered to investigate an idea for corsages for the women. Martin said Sherry might be able to bake and decorate a special cake.

July 2 - continued

7. Dorothea suggested that, although it might be inadvisable to discontinue sending the Newsletter to all those who did not choose to pay the subscription for it, many people might respond affirmatively, after getting "free" copies of the Newsletter for a while, to a letter of invitation to subscribe or to join CURE. She suggested that the return-money envelope should have a special kind of gum which is available which permits peeling the envelope open instead of cutting it, which might cut apart pieces of the filled-out form.

8. Martin suggested that we apply to the Cabrillo Foundation for a grant. It was decided to postpone this step until a detailed proposal of our program, based on a more carefully defined annual budget, can be prepared.

9. The letter requesting membership on the E.O.C. Board has been sent.

10. Neither Mary Smith or Fran Abelman were present to give guidance to the Board on possible involvement in the area of housing. It was agreed to ask them and also Dorothea and Gladys Gallian to give the CURE Board suggestions as to whether and/or how we might involve ourselves in housing at the next Board meeting and that it should be early on the agenda.

Martin Bloom discussed material he had received from the City Planning department asking for our reaction to some plans involving housing. Dorothea said that the material he had may already have been decided upon. Martin was asked to refer the material to Mary and Fran.

11. 1500 names on 900 petitions regarding the integration suit against the Board of Education had been gathered to date. Martin reported on the resolution patterned after the CURE petition by the Education Task Force of the Urban Coalition. He had attended that day the meeting of the Steering Committee of the Urban Coalition and had made a presentation in support of their adoption of the resolution. George Smith and Louise Dyer had been brought to the meeting to speak from the viewpoint of the Board of Education. Mrs. Dyer said that it was questionable whether the Administrative Code defining racial imbalance had the force of law, that the suit presumes that the Board of Education in San Diego has done nothing to alleviate racial imbalance when in fact it has, that the California Administrative Code section says to do "all reasonably feasible" and that the San Diego Board <u>is</u>, and that the Attorney General has made no attempt to talk with the Board so why should the Board attempt to talk with <u>him</u>. George Smith said that he himself was an integrationist but that many in his district were not, that CURE's petition urged the Board to save the taxpayers' money by not fighting the suit but that it would cost much much more to bus the students to integrate the schools.

The Steering Committee of the Urban Coalition did, however, pass a resolution that called on both parties to issue simultaneously invitations to each other to meet and confer.

12. Shuf read his presentation he planned to make to the Bd. of Ed. on July 8 when the petitions are to be presented, and asked for and received ideas and planned to meet with Martin further on

finalizing his statement.

13. It was decided to accept CIC's invitation to nominate two people from CURE to be on their Board, which is to be expanded to a rather large group. Anita Strauss had expressed a willingness to be nominated.

MSP -- that Anita Strauss be nominated as a representative to the CIC Board and that she be asked to attend CURE Board meetings regularly to achieve good continuity and communication.

MSP -- that Shuf Swift be the second of the two nominations requested for the Board of CIC, with the understanding that Martin Bloom might be able to accept the nomination later if Shuf finds he cannot meet on the day the CIC Board will set for their regular meeting days.

14.* The next regular meeting of the CURE Board was not set but will probably be determined at the pot-luck supper on July 25 or 26.

Respectfully submitted,

Helen Burke

Helen Burke

*15. (Please add.) Martin and Chuck did not have specific recommendations to make about whether CURE should give attention and energy to "Law and Justice." It was suggested that the matter be kept before us for later consideration.

CURE Board Meeting July 2, 1969

From: Virginia Thompson, Budget Committee

Dear Board Members,

Some facts:

12% of the 4,500 Newsletter circulation are paid-up subscribers.

CURE is losing possible available income.

4,500 subsciptions @2.00 ...	$9,000	Loss $8,010
2,250 subscriptions @2.00 ...	$4,500	Loss $3,510
1,500 subscriptions @2.00 ...	$3,000	Loss $2,010

25% of 3,900 plus unpaid subscriptions
paid-up @2.00 .....GAIN $1,950

The need to provide some free circulation of the CURE Newsletter is realizes, however, CURE's loss of available income is one to be carefully examined.

It is not unrealistic to expect 25% of the present "free" Newsletter recipients to meet their obligation of $2.00. Again, only 12% of those presently receiving the Newsletter have paid for it.

CURE can do better. Attached is an envelope that might be inserted in the next Newsletter or in a separate mailing. It, of course will requires money to purchase and print but then, money well spent is money earned.

At the February 5, 1969 CURE Board Meeting Marty Bloom moved, "we approve in principle the publication of an eight page newsletter at or about the the same cost as the present four page Newsletter." The motion carried.

The cost of the eight page Newsletter last month cost CURE $131 over the cost of the previous four page Newsletter. The estimated annual cost increase for an eight page newsletter is from $1,600 to $2,000 using present production methods. Also the more dificult mechanics of folding and handling should be taken into consideration.

We need money.

We can get "free subscribers" to pay if we solicit in a business-like manner. The technique to use is: low-key but forceful. (Did Cabrillo Foundation have a problem getting a buck for their programs at the Civic Theatre Award Program on the evening of June 6,1969?)

"In a nutshell", let us stop crying and begging for money and just "send the bloody envelope".