



BOARD MEETING MINUTES

May 25, 2017

12:30 p.m.

Attendance: Joy Buchanan, Margot Canapa, Ann Eikenberry, Andrea Everage, Lorie Gehrke, Eda Gotterup, Kara Koeberle, Brian Nervis, Tina Riehl, Sara Stuvland, and Karin Wiborn.

Absent: Stacey Bales, Pamela Dutra and Elizabeth Kohlman.

The meeting was called to order at 12:35 p.m.

A. Minutes

1. Minutes for the April 25, 2017 meeting were approved (motion by Ms. Wiborn; seconded by Ms. Eikenberry).

B. Treasurer's Report

1. Ms. Gotterup advised that April is closed with all checks deposited and expense reimbursements done (motion by Ms. Buchanan; seconded by Mr. Nervis).

C. Business Partners

1. Ms. Canapa reported the potential business partnership with Ray Morgan is still up in the air. Also, Ben Brothers of Unispace is interested in partnering with EBALA. As a follow-up to a question by other business partners,
2. Ms. Canapa verified that all interactivity with BPs is now available on EBALA's website. Finally,
3. Ms. Canapa informed the Board that she will be retiring from her firm in three to six months. Thus, the Board will need to appoint a new BP Chair.
4. Ms. Everage indicated ALA would like the Chapters to be on the [BP ListServ](#). Ms. Everage has subscribed, and would like the BP Chair position to subscribe.
5. Ms. Everage listed recommended [Ideas for Partnering](#) provided by ALA.

D. Website/Social Media

1. Ms. Gehrke, on behalf of herself and Ms. Kohlman, reported that she and Ms. Kohlman had a teleconference with Star Chapter in early April, and learned the Chapter's website is outdated. The cost to update the website is \$299 (all inclusive). There is a \$499 option; however, Ms. Gehrke and Ms. Kohlman did not believe the additional expense was worth the added value. After discussion the Board agreed to update the website and to incur the \$299 expense (motion by Ms. Wiborn; seconded by Ms. Buchanan).
2. Discussion was had concerning providing headshots to members as a benefit of membership. Additional work will be done to attempt to identify a business partner who will either underwrite the whole cost or help to defray the cost (e.g., member pays \$20 and the Chapter or the BP, will pick up the remainder). Ms. Canapa indicated there are BPs who would like to sponsor (a la carte) on less expensive opportunities, outside of the annual sponsorship. Also discussed intervals of

photo-refresh. Ms. Buchanan will approach Adams & Martin.

3. The Board discussed other elements of the website refresh (e.g., BP contact information alongside their website link, etc.), and updating background photos on the website. In addition, Lorie encouraged Board members to publish to the Chapter's Facebook page when they are at ALA events and to Tweet or tag @eastbayala when they find interesting articles concerning the legal industry. Items posted to the Facebook page automatically publish to the Twitter site. If we do it together we will have a good population of content.

E. Programs

1. Ms. Buchanan reported she intends to have a date and location for the summer social by June 13, 2017 (the next Board meeting). She would like to tie in the possibility of members' headshot photos being taken at the summer social. If she is able to identify a sponsor she will email the Board in advance of the next meeting.
2. The Long Term Care program turned into an informal discussion with Megan Fromm, from LTC Solutions, an ALA VIP. The assumption going in was that LTC Solutions sells insurance when, in fact, they are consultants who integrate and work with brokers to help firms with their benefit packages. Those in attendance recommended LTC Solutions package their presentation differently.
3. On June 1, 2017 Miller Starr will host a live webinar on *Best Practices in Using Billing and Invoicing as a Business and Client Development Tool*.
4. The Chapter meeting, *Cyber Security - Are you Protected?* will be held on June 14, 2017 at Laughlin Falbo at noon.
5. East Bay Chapters will meet on June 27, 2017 at Buchman Provine at 5:30 p.m. to discuss *The Whistler* by John Grisham.

F. Newsletter

1. Ms. Koeberle indicated they were still expecting an article from Chris Cavalho.
2. The last newsletter included an article on Berkeley's paid sick leave by one of the attorneys from Donahue Fitzgerald. Attorneys from Archer Norris will provide an employment law article.
3. Ms. Wiborn will write a follow-up article on her firm's management workshop, and is still looking for an article from Ms. Gehrke (as a returning member/social media).
4. There will be a re-cap and photos of the July Board meeting, and a write-up on the East Bay Chapters' latest book.
5. Ms. Wiborn and Ms. Everage had a discussion with two members of Legal Marketing Association (LMA) regarding adding a link to LMA's articles in EBALA's newsletter. While LMA certainly wants to partner with EBALA, they are in a holding pattern as LMA is restructuring its Board. They, however, are interested in providing EBALA with a link to their programs, which are available on desktops. LMA will provide EBALA with a discounted rate [\$65 per program].
6. Ms. Koeberle and Ms. Wiborn hope to have the next newsletter published late July to early August.

G. Membership

1. Ms. Eikenberry advised that 38 members. Ernestine Tayabas-Kim is our newest member. She is with Renne, Sloan, Holtzman, Sakai LLP in Berkeley. Ms. Riehl will take Ms. Tayabas-Kim to lunch on June 1st.
2. Ms. Wiborn would like to do an article on Ms. Tayabas-Kim as the Chapter's newest member.
3. On the latest Weekly Connection members were encouraged to update their profile on EBALA's website.

4. Ms. Everage and Ms. Eikenberry previously discussed updating the 2015 Member Satisfaction Survey. Ms. Everage has updated the Survey, and will provide it to the Board for their input at the July Board Retreat.
5. Discussion was had concerning issues with emails either being bounced back or not going through properly from Star Chapter.

OLD BUSINESS

1. Ms. Everage went through Presidents' Award of Excellence page 3.
 - a) Develop and implement procedures and policies that facilitate business partner involvement in chapter-selected
 - ✓ BP Chair is handling
 - b) Actively promote and educate members of benefits delivered directly with ALA membership, specifically promoting two times a year the exclusive ALA member savings VIP Program.
 - ✓ Handled via website, newsletter and weekly blasts.
 - c) Publish at least one article per year in chapter newsletter to educate members about the importance and value of business partners.
 - ✓ Ms. Buchanan and Ms. Wiborn will reach out to Adams & Martin to do an article.
 - d) Subscribe to and participate in ALA's Business Partner Listserv.
 - ✓ Ms. Everage has subscribed, and recommends the next BP Chapter (after Ms. Canapa retires) also subscribe.
 - e) Encourage members to use the Legal Marketplace program.
 - ✓ The Legal Marketplace is listed on EBALA's website, and will be included on the website.
 - f) Inform business partners about regional and ALA opportunities by providing them with a link to ALA's Business Partner Center.
 - ✓ The information is included in the packet, and Ms. Everage requested Ms. Kohlman update the Business Partner landing page of the website.
 - g) On annual basis, submit an updated Chapter Business Partner Program profile.
 - ✓ This is handled by the BP Chair.
 - h) Support the engagement and growth of the international membership by not scheduling any chapter conference, event, or expo thirty (30) days prior to or following a scheduled ALA International event, conference, or expo
 - ✓ The Chapter adheres to these parameters.
 - i) Assist ALA headquarters with growing business partner relationships by regularly providing names and contact information for relevant business partner prospects. Send details to marketing@alanet.org.
 - ✓ Not actively providing list.
 - ✓

NEW BUSINESS

1. Ms. Everage advised the Board that the Chapter has its own Listserv through ALA's Community Pages. The catch is that all members will need to subscribe to the page for it to work as intended. Ms. Everage will get subscription instructions, and asks the Board test the subscription instructions and to then test the page.
2. Mr. Nervis advised the Board of his community connection efforts:
 - a. Alameda Food Bank: Weekends are not available; however, Fridays are an option. Mr. Nervis will look for a date in October or November.
 - b. Coastal Clean-up: The date is September 16, 2017. Mr. Nervis will work with the other Chapter representatives to fix a location.
3. Ms. Everage mentioned that the Chapter's Calendar should be provided to Shelley Strong as soon as it is available [SStrong@mofo.com].
4. Ms. Wiborn and Ms. Everage advised regarding their discussions with other legal entities regarding partnering. In addition Ms. Wiborn's contact with LMA [conversation above], Ms. Everage contacted Charlie Sodano at ARMA and was advised as follows, "*The next Mt Diablo chapter meeting will probably take place in September. I will speak with the new board members about our proposal after they are appointed, probably in July.*" In addition, Ms. Everage was advised by Holly Riccio, NorCal Association of Law Librarians' Education Committee Chair that they would like to connect for an event to include a networking and an educational component. "*The NOCALL Education Committee is tasked with putting together our Fall Workshop, which is a half-day educational event. I am wondering if maybe the idea/theme for this event in 2017 could be something around the intersections between the various groups, and panels/programming around that, and an attendee audience from all the groups, too. I would love to hear your thoughts (and the NOCALL Board members copied here, too) on that seed of an idea.*"
5. As a final note, it was decided that, for future Board meetings, the host office can send an email to participants to determine if attendees would like lunch. The individual would be responsible for the cost of their lunch unless the host's office wants to pick up the cost. However, EBALA will not expect the host office to pay the cost.

The meeting was adjourned at 1:45 p.m.

Respectfully submitted by:

Andrea Everage