



BOARD MEETING MINUTES

September 19, 2017

12:30 p.m.

Location: Buchman Provine Brothers Smith, Walnut Creek

Present: Andrea Everage, Joy Buchanan, Ann Eikenberry, Eda Gotterup, Kara Koeberle, Elizabeth Kohlman, Brian Nervis, Karin Wiborn

Absent: Stacey Bales, Pamela Dutra, Tina Riehl, Sara Stuvland

Andrea Everage called the meeting to order at 12:35 p.m.

MINUTES

The Minutes of the Board Retreat Meeting of July 15, 2017 were approved.

BOARD REPORTS/UPDATES

TREASURER REPORT

Eda Gotterup reported on expenses that have been paid and inquired about the status of our tax return. Brian Nervis said he would follow up with the accountant at Mize & Associates.

Joy Buchanan moved to approve and Ann Eikenberry seconded approval of the Treasurer's Reports of August 2017.

COMMUNITY EVENTS

Brian Nervis reported the Coastal Clean Up in Half Moon Bay on September 16th was well attended by members of East Bay, Golden Gate and Silicon Valley Chapters, as well as some Business Partners. The following EBALA members attended: Brian Nervis, Elizabeth and Daniel Kohlman and Tammy Bland.

Thank you to Kara Koeberle for putting together the announcement which was used by the other chapters as well.

SOCIAL EVENTS

Tina Riehl was absent but there was discussion about the next book club on November 2nd and clarification that the club name is the "East Bay Chapters." A clever combination of our chapter and book chapters.

BUSINESS PARTNERS

Andrea Everage reported she will meet with Tina Riehl offline regarding Business Partners.

NEWSLETTER

Karin Wiborn and Kara Koeberle reported what they are working on the following for the October Newsletter:

- Articles from attorneys.
- Articles from Business Partners.
- Summary of previous events.
- Highlight book club and invite members to attend whether they read the book or not.
- Joy Buchanan will partner with Hyon Yang from Touchstone to write an article on the benefits of Business Partnership, which will satisfy a President's Award requirement.

They would like to reinstitute a name for the Newsletter, previously named "East Bay Views" when print copies were sent. There was consensus to keep the same name.

October 13th is the submission deadline and they plan to publish after Bunco at the end of October.

WEBSITE / SOCIAL MEDIA

Lorie Gehrke reported she is still working on some underlying organization with the new format of the website, as well as adding a number of job postings.

Elizabeth Kohlman thanked Lorie Gehrke for pushing for the website upgrade. It has made Community Connection easier to publish. The Board agreed the upgrade is much more professional than the original version.

There was discussion about member's IDs. Currently they are connected to the member's email address at the time they join, however if they leave that firm it becomes an issue. The suggestion was made to tie the ID to member's ALA IDs or establish an EBALA ID to make it easy for members to access the website. Lorie Gehrke will research options for website IDs.

PROGRAMS

Joy Buchanan reported the Summer Social at Metro was a success. She and other members received positive feedback from members and Business Partners.

Upcoming Programs:

Webinars: October 18th (Five Principles of Productive Email) and November 15th (How to Build a Budget You Can Count On) at Joy Buchanan's office.

Roundtable: November 8th at Stacey Bales' office.

Halloween Bunco/Fall Social: Tuesday, October 24th at Tina Riehl's home.

Holiday Luncheon: Wednesday, December 6th at Postino, Lafayette.

Joy Buchanan has reached out to Craig Muller with the plan of putting together a financial program sponsored by City National Bank, as our only Mt. Diablo BP.

MORNING IN THE EAST BAY:

Joy Buchanan recommended Kristine Sexter, who she has heard at numerous ALA conferences to present at Morning in the East Bay on January 26, 2018. She also provided the Board with a list of potential topics and asked everyone to respond with preferences by the end of the week.

Kristine Sexter told Joy Buchanan she would be available any time after she arrives at the hotel the day before and welcomes the opportunity to meet the Board for dinner the evening before.

Joy Buchanan confirmed the Independence Room at the Lafayette Park Hotel is their biggest room and confirmed it has been reserved.

Following up on Karin Wiborn's previous suggestion to provide an opportunity for networking with members after the formal presentations, Joy Buchanan reintroduced the idea of hosting a members only lunch. This would serve as an opportunity for members to informally network (unlike moderated roundtables) and assist us in meeting the minimum food and beverage requirement of the Lafayette Park Hotel. The Board agreed to proceed and advertise it as "Lunch for Members" so there is no ambiguity for Business Partners.

MEMBERSHIP

Ann Eikenberry reported we have added six new members since July:

Erik Lawrence (Gaw Van Male), Piper Quinones (Gaw Van Male), Crystal Evers (Dannis Woliver Kelley), Annie Lathram (Reed Smith), Ginger Wilson (Wendel Rosen Black & Dean). Penny Evans (Bryan Cave) decided not to join due to health issues.

Current members have been taking new members to lunch. Still unscheduled is Helen Miranda from Miller Starr Regalia. Joy Buchanan confirmed she is busy with her new position but will talk to her about whether or not to schedule lunch.

There was discussion about the ALA membership campaign and reduced fees. So as not to disadvantage members who recently joined, the Board agreed not to extend a prorated membership fee this year, however if ALA offers a reduced rate in 2018, we will advertise a reduction in conjunction with ALA's campaign.

Ann Eikenberry is working with the Contra Costa County Bar Association to advertise (at no cost) EBALA and the benefits of membership, which will publish shortly. Ann further offered to solicit firms in Contra Costa and Alameda Counties whose administrators are not currently members. It was decided that a number of firms do not have administrators who would qualify for membership (i.e. secretaries who also serve in an administrative capacity) and rather than spending time soliciting, see what sort of response we receive from the advertisement.

Ann Eikenberry will begin preparing renewals to be sent shortly.

OLD BUSINESS

Given the time and nature, Old Business was tabled to the next meeting.

Incorporated by reference: On August 29, 2017, Andrea Everage emailed a challenge started by the Boston Chapter to other chapters to make a donation in support of ALA members and Chapters affected by Hurricane Harvey. Joy Buchanan moved and Karin Wiborn seconded a donation of \$200 to the Red Cross to support the relief effort.

NEW BUSINESS

Annual Scholarship: Since we missed awarding a scholarship to Regional, The Board considered offering a scholarship in a set amount and allow the winning member to choose which conference to attend (Regional, Annual or Specialty). More discussion will be required on this topic.

The meeting was adjourned at 1:55 p.m.

Respectfully submitted,

Joy Buchanan
Program Chair/Acting Secretary
East Bay ALA