

BOARD MEETING MINUTES

November 14, 2017
8:30 a.m.

Attendance: Brian Nervis, Stacey Bales, Joy Buchanan, Lorie Gehrke, Kara Koeberle, Elizabeth Kohlman and Karin Wiborn.

Absent: Andrea Everage, Ann Eikenberry, Sara Stuvland and Tina Riehl.

The meeting was called to order at 8:34 a.m.

A. Minutes
   1. Minutes for the October 19, 2017 were approved with minor corrections (motion by Ms. Koeberle; seconded by Ms. Kohlman).

B. Membership
   1. Ms. Eikenberry reported EBALA has 45 members: 40 are primary, five are secondary.

   2. Cindy Spalding, Business Manager of Livingston Law Firm in Walnut Creek responded to the ad in the CCBA newsletter. Cindy attended the Law Firm Management Conference at Golden Gate University where many ALA members attended. This piqued her interest in joining EBALA. Cindy will join ALA and EBALA in 2018, once renewal notices are mailed.

   3. Discussion was had regarding contacting JFK University and Golden Gate University to place an ad/announcement to recruit new members. All agreed, and it would fall under "reaching out to associate memberships" for the President's Award of Excellence.

   4. The Contra Costa County Bar Association (CCCBA) provides a no cost weekly e-blast (Tuesdays), and will include information regarding our membership drive. They will also send it to our Legal Support members. They also allow member firms to purchase mailing labels for $100. They will send out a pre-approved mailing to all or some of CCCBA's membership (the CCCBA will not do the mailing). Ms. Eikenberry would like the Board to consider approving the weekly e-blast which is free, and to approve purchasing mailing labels for $100.00. The Board agreed (Motion by Ms. Wiborn seconded by Ms. Kohlman). [Subsequently, the Board decided to forego the mailing labels, as the cost to mail an ad far outweighs the expected return].

   5. The Alameda County Bar Association (ACBA) is willing to place one last complimentary membership announcement in its weekly E-newsletter. They are also asking if we have a newsletter where they could place an ad for recruiting members. It was agreed that it might be a good idea however Ms. Eikenberry will reach out to ACBA to see what it is they want to advertise.

C. Treasurer's Report

1. Mr. Nervis reported that there was nothing out of the ordinary in the account reconciliation. The Morning in the East Bay speaker's deposit has been paid.

2. Discussion was had regarding the taxes. Mr. Nevis advised that we received an extension, however he would reach out to the accountant.

3. Discussion was had as to whether or not we are in compliance with the chapter by-laws while Mr. Nervis stepped in for Ms. Gotterup. Ms. Bales to follow up with Ms. Everage to confirm we are in compliance.

D. Business Partners

1. No report in Ms. Riehl's absence.

E. Website/Social Media

1. Ms. Kohlman reported that she was working on placing our membership application on the website.

2. Ms. Gehrke advised that there was nothing to report for Social Media.

F. Newsletter

1. Ms. Wiborn and Ms. Koeberle indicated the winter newsletter will be distributed in early February 2018. The newsletter will include a recap of the Morning in the East Bay event, and from speaker Chad Greeson on the 2018 labor law updates; a contribution from speaker Kristine Sexter and Business Partner interview with member, Joy Buchanan and Hyon Yan of Touchstone Legal. The newsletter will also have photos from the Holiday luncheon/Toys for Tots collection, as well as the winners of the scholarship(s) for 2018 ALA conferences, a review of the December East Bay Chapters book, The Nest, and announcement of the February meeting and book.

2. Discussion was had regarding placing our newsletter on our Facebook page. It was agreed that Ms. Gehrke will see about placing a link on FB to the newsletter.

G. Programs

1. Ms. Buchanan reported on upcoming programs, to include the ALA webinar, "How to Build a Budget you and Count on". There are 23 registered for the December 6th Holiday Luncheon at Postino's (16 members and 7 guests).

2. It was agreed the fee for Morning in the East Bay would stay at $50.00. Ms. Buchanan will reach out for volunteers, if needed.

2. Finally, Ms. Buchanan reported that while there were few participants at the roundtable she felt topics were meaningful with good exchange of information.

OLD BUSINESS

1. Answer Garden was tabled for December meeting.

2. Ms. Everage previously provided information that the average cost for ALA conference registration is $750, and her recommendation was $1,000 to 1,200 for the additional scholarship to be awarded at MIEB. After a brief discussion it was agreed EBALA would award two (2)

scholarships, both fort $1,000 dollars, which can be used for any ALA educational event (motion by Ms. Kohlman seconded by Ms. Bales)

NEW BUSINESS

1. There was no new business to review.

The meeting was adjourned at 9:37 a.m.

Respectfully submitted by:
Stacey Bales, Secretary