

Location: Zoom Video Meeting ID 607 660 414

The meeting was called to order at Noon.

I. Welcome and Attendance

President-Elect: Shelley Strong
Past President & BP Chair: Shirley Laboy
Treasurer: Lisa Hild (no video)
Director-Communications and Website: Debbie Sanders
Director-Professional Development: Heather Larrick
Chair-Communications: Thea Wagner
Newsletter Editor: Christie Ernst (no video)
Absent: Director-Membership: Jim Karkas
Absent: Chair-Diversity and Inclusion: Kevin Lee

II. Approval of Board Meeting Minutes

The minutes of the board meeting on 01/10/2020 were reviewed by email. A motion to approve the minutes was made by L.Hild, second by S.Strong. Vote is 4 “yes” out of 6 voting members representing a quorum. The minutes are signed and saved in Dropbox archives and will be posted on the chapter’s website and online community.

ACTION ITEM: T.Wagner will post minutes at alasvc.org and communities.alanet.org.

III. President / President-Elect Report (S. Strong)

A. Election 2020 - Announcing 2020/21 Board of Directors and Committee Chairs

President – Shelley Strong, Littler Mendelson LLP
President Elect – Lisa Hild, Skadden Arps Meagher & Flom LLP
Past President – Shirley Laboy, Sidley Austin LLP
Treasurer – Taylor Aston-Nielsen, Weil Gotshal & Manges LLP
Secretary – Gina Oldenburg, Sidley Austin LLP
Director (Communications/Website) -- Debbie Sanders, CLM, Rehon & Roberts APC
Director (Professional Development/Diversity & Inclusion) – Christie Ernst, Fish & Richardson PC
Director (Membership) – Kevin Lee, JD, City of San José Attorney’s Office
Committee Chairs:
Member Outreach – Jim Karkas, Kilpatrick Townsend & Stockton LLP
Social Media/Newsletter Editor – Diana Medina, Morgan Lewis & Bockius LLP
Communications – Thea Wagner, Hoge Fenton Jones & Appel Inc.

ACTION ITEM: D.Sanders will post results on News page of website. T.Wagner will send announcement to members. S.Strong will send the updated Chapter Profile to headquarters.

B. K2L Feedback

Three ALASVC members attended the Knowledge to Leadership conference in San Francisco on 01/30/2020: S.Laboy, K.Lee, and G.Oldenburg. All had good feedback.

There was a discussion about including guidelines for board and member scholarship recipients to require a debrief for social media and website news column, such as speaker/session summary, key facts, points, ideas, and/or quotes.

ACTION ITEM: Guidelines in future scholarships.

C. Annual Conference 2020 (May 3-6, 2020 – Salt Lake City)

Board members who are attending the conference, along with scholarship recipient, Janet Lee, have registered.

ACTION ITEM: L.Hild will process reimbursements.

IV. OFFICER, DIRECTOR AND COMMITTEE REPORTS

A. Treasurer's Report (L. Hild)

1. Report for January 2020 – Chapter assets total \$66,358.64, which represent the total amount of cash on hand. Cash balances include: City National Bank checking account at \$55,949.07 and City National Bank money market account at \$10,409.57. For the month of January, revenue totals \$785.00 and expenses total \$3,168.79. Interest income totals \$3.52. The Chapter recorded a net loss of \$2,380.27 for the month. The checking and money market accounts were reconciled on February 3, 2020, by T.Wagner, who is not a signatory on either account.
2. Budget Trends – The following budget categories are tracking above or below expected annual budgeted amounts:
 - a. Membership Dues (renewals) are trending under budget by \$2,925.00.
 - b. Business Partner Sponsorships are \$48,500 against a budgeted projection of \$59,000.
 - c. Board Meeting Meals are over budget by \$723.88, which reflects the Board Retreat expense.
 - d. Conferences are trending under budget by \$8,096.49, with additional unbudgeted expenses expected for 2020 Annual Conference scholarships.
 - e. Events are trending under budget by \$5,254.83, with additional budgeted expenses expected for the Winter Networking Event in February.
 - f. Chapter Operations are incurred a variance of \$3,625 for legal fees for the chapter bylaws revision. This has been partially offset by reduced directory printing costs.

3. Parking reimbursement policy – As a follow up to feedback about reimbursing members for parking at the seminar in San José last month, going forward, L.Hild suggests making the process less complicated for both member and chapter by reimbursing the host firm instead of each attendee.
4. FY Closing 2019/2020 – The fiscal year is closing at the end of February, so all receipts need to be submitted to L.Hild.

B. Membership (S.Strong for J. Karkas)

1. New chapter members (x3):
 - Jerrell Richardson – HR Coordinator, Perkins Coie
 - Naomi Bostic – HR Supervisor, Skadden Arp
 - Jennifer Cappa, Office Business Director, Perkins Dues renewal / expiration:
2. Board transition: J.Karkas will work with K.Lee to transition membership responsibilities.

C. Website/ Social Media (D. Sanders) and Communications (T. Wagner)

1. Website:
 - a. Membership Renewals: D.Sanders is working with J.Karkas and L.Hild to match payments to member renewals and update Star Chapter database
 - b. Election: Will post new Board announcement and update Board profile page, forwarders, photos.
 - c. Events: There are new posts for Feb 27 winter networking and May 3 annual conference. Need March and April session information.
 - d. Job Bank: There is one job listing.
2. Facebook page: No new activity.
3. LinkedIn page: No new activity.
4. ALA Online Community: No new activity. Need to upload all 2019 minutes.
5. Yahoo Groups: Statistics are no longer available.

D. Communication Statistics (T. Wagner)

1. Feb 2020 email distribution report/stats:

<u>Communication</u>	<u>Date Sent</u>	<u>Open Rate</u>
Board vote	01/22/20	41% members
Member renewal	02/03/20	52% members
Winter networking	02/06/20	48% members; 70% bus partners
Seminar: Cyber Security	02/10/20	45% members; 37% bus partners

2. Election results/Board announcement will be sent March 2.

E. Professional Development (H. Larrick)

1. Seminars:
 - a. February 2020 recap: Cybersecurity topic, speaker from Armanino. Location: Hoge Fenton, San José. Speaker score and feedback was great.
 - b. March 19, 2020: Emergency Preparation, Speaker: K.Scourby. Location: Kilpatrick Townsend.
 - c. April 2020: Roundtable session. Suggested topic is onboarding. Consider offering in two locations for convenience: Peninsula and South Bay.
 - d. May 2020: Conference debrief.
2. Business Partner Obligations: BP requirements for TB/MB have been met. GB-Express Networks is owed an exclusive sponsorship.
3. H.Larrick will begin transition of professional development responsibilities with C.Ernst.

F. Law Association Outreach (S.Strong)

1. DeAnza College -- J.Karkas and S.Laboy are teaching at DeAnza. SCCOLPA wants to talk to J.Karkas's class about the benefits of SCCOLPA. He is inviting them to speak and attend career fair.
2. Outreach activity -- Board discussed staying updated with SCCOLPA, ILTA, and LMA, not just for activities to do together, but also for business intelligence to keep an eye on what they are doing, topic ideas, and opportunities to cross-promote and work together.

G. Business Partner Program (S.Laboy)

1. iSolved – Still no payment. Removed from website. S.Laboy saw Robert at K2L – they are sponsoring GG and checking budget for SVC. However, Michael Migdol is sending a check and wants to attend Feb 27 event, but we are holding registration until payment is received.

On invitation, include message: exclusive to current BPs and potential BPs, reach out to S.Laboy.
2. Prospective BP – K.Lee has a referral. S.Laboy will reach out.
3. 2020 BP Program – *[Keep on agenda for discussion]* How to design 2020 program? How much face time is available to business partners – what have we done, what can we do? How do we articulate it to business partners, so they realize they have these opportunities? How do we ensure members participate?

ACTION ITEM: Consider business partner program ideas. (all)

H. Newsletter (C. Ernst)

S.Strong is leaning toward not having a newsletter (Q1 Jan/Feb/Mar) because we already meet PAOE requirements using other media. Considering a simple year-in-review recap only.

I. Community Connection / Member Outreach (J.Karkas)

Winter Event (February 27) – Registrations so far are 11 members and 12 guests. (Need to delete duplicate registration in Star Chapter)

J. Diversity and Inclusion (K. Lee) – No new activity.

V. OTHER NEW BUSINESS

1. Business Partner feedback: A BP was uncomfortable about another BP taking a photo of member registration. It was innocent in order to remember names and all parties are satisfied.
2. Member feedback: A member in San José reached out to S.Laboy to ask for more in-person sessions in San José.

Next Meeting: March 13 (new board retreat, followed by dinner). Location: Littler in San José.

Meeting adjourned at 1:10 PM

Respectfully submitted,



Debbie Sanders, Interim Secretary
Director-Communications/Website