

Location: Zoom Video Meeting ID 918 080 095

The meeting was called to order at Noon.

I. Welcome and Attendance

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

II. Approval of Board Meeting Minutes

The minutes of the board meeting on 11/08/2019 were approved by email on 01/10/2020, with a motion by H.Larrick, second by J.Karkas, and 4 yes-votes 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. Chapter Bylaws Amendment 2019

The survey to amend the Chapter Bylaws opened on 12/23/2019 and closed on 01/06/2020. Of 72 chapter members, 23 voted which reached the required quorum. The amended and restated Bylaws dated December 2019 passed with 100% voting yes. D.Sanders and S.Strong signed and sent to Headquarters on 01/07/2020. HQ confirmed acceptance on 01/07/2020.

B. Knowledge To Leadership Conference 2020 (K2L – Golden Gate Chapter)

Three members will receive scholarships to K2L on 01/30/2020: S.Laboy and K.Lee will receive board scholarships, and member G.Oldenburg won a scholarship from the raffle at the holiday luncheon.

C. President's Award of Excellence (PAOE) 2019-2020

S.Strong signed and sent the chapter's completed PAOE guidelines to Headquarters on 01/10/2020.

D. Election 2020

On behalf of the Nominating Committee, S.Strong presented the slate of nominees for the Board and Committees for the 2020/2021 term of office. The ballot to vote for Board members will be sent to members next week.

2020-21 NOMINATIONS:

Board of Directors:

President – Shelley Strong

Past President – Shirley Laboy

President Elect – Lisa Hild

Treasurer – Taylor Aston-Nielsen

Secretary – Gina Oldenburg

Director – Debbie Sanders (with responsibility for communications/website)

Director – Christie Ernst (with responsibility for professional development)

Director – Kevin Lee (with responsibility for membership)

Committee Chairs:

Member Outreach – Jim Karkas

Newsletter/Social Media – Diana Medina

Communications – Thea Wagner

ACTION ITEM: T.Wagner to prepare and send ballot survey from Star Chapter.

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

The deadline for the registration discount is February 14. By January 17, Board members and committee chairs should notify Treasurer L.Hild if they want to attend the conference and if a scholarship is needed so that she can submit scholarship registrations to HQ before the discounted deadline.

ACTION ITEM: Notify L.Hild by Jan 17 if attending ALA Annual Conference. (all)

F. ALA Master Classes 2020

There are two Master Classes in 2020, as well as specialty conferences.

1. ALA Master Class: Critical Skills for Legal Management Success (Sep 2020, Nashville TN)
2. ALA Master Class: Pricing and Profitability for Law Firms (Oct 2020, San Diego CA)

IV. OFFICER, DIRECTOR AND COMMITTEE REPORTS

A. Membership (J. Karkas)

1. New chapter members (x2):
 - Tylene Leslie – Skadden
 - Garrin Sax – White & Case
 - Sandy Gifford is no longer at Dechert but intends to continue ALA and ALASVC membership.
2. Dues renewal / expiration:
 - a. Chapter membership expires 12/31/2019. Dues notices and invoices will be sent this month. So that members can register for events, a grace period in Star Chapter will be allowed for all members through Feb 28. Annual dues will continue to be \$75.
 - b. Four new members joined the chapter in the 4th quarter of 2019: T.Parker, N.Craig, M.Vasquez, and G.Sax. The Board discussed allowing their membership to continue through 2020 and agreed unanimously that they do not have to pay dues again until renewal for 2021.
3. HQ Statistics: According to the year-end membership report from Headquarters, ALASVC has a net loss of 2 members for the year, beginning the year with 62 members and ending with 60 primary members. All chapters in California had a net loss of members in 2019. HQ does not include secondary members so that they are not double-counted. Including secondary members, our full chapter membership is currently 72 members.

ACTION ITEMS:

D.Sanders will update the SC member database for all current members to expire on 2/28/2020 and the four 2019-Q4 members to expire 2/28/2021.

D.Sanders will set up and send the dues notice and invoice for 2020, \$75, due 2/28.

J.Karkas will work with L.Hild to update the SC database as members pay their renewal dues.

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

1. Website:
 - a. Upcoming events on website: ELU seminar 01/16/2020, EBALA CONF 01/24/2020, GGALA CONF 01/30/2020, ALA ANNUAL CONF 05/03/2020.
 - b. Job bank: 2 posts from Oct and Nov 2019.
 - c. Member area: New bylaws posted in Member Area.

- d. Board/Committee positions update per resignations of J.Abisia, S.Iraheta, and J.Sussman.
 - e. Admin access: Changed log in to last names as recommended to address tech glitches.
 - f. Forwarders: The alias-emails to the chapter's website domain are updated for the 2019-Q4 resignations and will be updated for the new board composition in March. Communications are forwarded to the assigned board member from 15 chapter alias email addresses: businesspartners@alasc.org, certification@alasc.org, community@alasc.org, diversity@alasc.org, editor@alasc.org, education@alasc.org, leadership@alasc.org, memberoutreach@alasc.org, membership@alasc.org, news@alasc.org, president-elect@alasc.org, president@alasc.org, secretary@alasc.org, treasurer@alasc.org, and webmaster@alasc.org.
2. Facebook Page (<https://www.facebook.com/ALASiliconvalley/>):
- a. 11/27/2019- Tree decorating: No tags, 33 people reached, 19 engagements, 9 likes, no comments.
 - b. 12/13/2019 – Holiday luncheon: 2 tags (Karen Whitaker and Shelley Strong), 36 people reached, 58 engagements, 17 likes, 1 comment.
3. LinkedIn:
- a. LI Page (<https://www.linkedin.com/company/ala-silicon-valley-chapter>): 12/03/2019 - Congrats to Kevin Lee joining ALA Chapter Resource Team (CRT).
 - b. LI Group (<https://www.linkedin.com/groups/1770410/>): No new activity.
4. ALA Online Community (community.alanet.org) – No activity. Need to upload all 2019 minutes.
5. Yahoo Groups:
- a. Yahoo is no longer keeping content archived on its site, so the message archiving feature is going away, as well as the ability to track statistics. It's unknown if members used this feature. Members can still send and receive messages through the group email address, but they need to save their own emails going forward. D.Sanders requested the old content from YahooGroups, but do we need it? Will save for now in Dropbox.
- Message from Yahoo: "Starting December 14, 2019 Yahoo Groups will no longer host user created content on its sites. New content can no longer be uploaded after October 28, 2019. Sending/Receiving email

functionality is not going away, you can continue to communicate via any email client with your group members.”

- b. D.Sanders proposed moving the chapter's discussion group on the Yahoo Groups platform to ALA's Online Community platform in order to continue to have an archive of topics and centralize the chapter discussions with Association's discussion groups and content that we are required to post there by HQ (ex. minutes). Essentially, members would send messages to SiliconVal@commlist.alanet.org, instead of alasvc@yahoogroups.com, and view the archive in communities-chapters at community.alanet.org. Previously, the concern was it would be difficult to educate members how to log in on the HQ site, how to post, and how to set their email distribution (daily/weekly). Board members would need to be added as admins. *This discussion will be tabled to new Board year to discuss the pros and cons of changing platforms.*

ACTION ITEMS:

S.Strong will add to the new Board agenda the topic of moving the chapter discussion group on the HQ online community group. D.Sanders and S.Strong will test the posting process and functionality prior to the discussion.

T.Wagner will upload 2019 minutes to SVC group at communities.alanet.org.

D.Sanders will post December 2019 newsletter to Linked page.

D.Sanders will post to website the Feb, March, April seminars, Nov minutes, 2020 ballot, member renewal including consent to vote electronically.

C. Communication Statistics (T. Wagner)

1. Jan 2020 email distribution report/stats:

Communication	Date	Open/Total Sent
Call for Nominations	11/11/19	27/71 (38%)
Tree Decorating	11/14/19	35/72 (48%) 19/39 (48%)
Holiday Luncheon	11/22/19	29/72 (40%) 17/39 (48%)
Bylaws update	12/24/19	37/70 (52%)
Employment Law Update	1/2/20	34/70 (48%) 21/39 (53%)

2. Ballot for next year's board election to be sent 1/13/20.
3. Final reminder for ELU to be sent 1/13/20.

D. Professional Development (S.Strong for H. Larrick)

1. Upcoming events —

- a.** January 2020: Employment Law Update (ELU), speaker is Brooke Purcell at Sheppard Mullin — So far, there are 23 registrations (19 members and 4 guests).
- b.** February 2020: Cybersecurity topic, speaker from Armanino.
- c.** March 2020: Emergency Preparation, speaker is K.Scourby.
- d.** April 2020: Roundtable session, which will give the incoming professional development Director time to make arrangements for a May educational speaker.
- e.** May 2020: May want to skip May because of the Annual Conference — need to review the BP obligations to see if a May session is needed for a BP meeting sponsorship.

ACTION ITEM: H.Larrick will provide an update at the next board meeting about the business partner obligations that are remaining.

E. Treasurer's Report (L. Hild)

- 1.** Report for November 2019 — Chapter assets total \$75,857.19, which represent the total amount of cash on hand. Cash balances include: City National Bank checking account at \$65,451.75 and City National Bank money market account at \$10,405.44. Revenue totals \$275.00 for the month of November. Expenses total \$4,105.17. Interest income totals \$3.55. The Chapter recorded a net loss of \$3,826.62 for the month. Budget versus actual variances are reported in the December financial report, issued this same date. The checking and money market accounts were reconciled on January 7, 2020, by T.Wagner, who is not a signatory on either account.
- 2.** Report for December 2019 — Chapter assets total \$68,738.91, which represents the total amount of cash on hand. Cash balances include: City National Bank checking account at \$58,331.17 and City National Bank money market account at \$10,407.54. Revenue totals \$1,635.00 for the month of December. Expenses total \$8,757.06. Interest income totals \$3.78. The Chapter recorded a net loss of \$7,122.06 for the month. The checking and money market accounts were reconciled on January 7, 2020, by T.Wagner, who is not a signatory on either account. The following budget categories are tracking above or below expected annual budgeted amounts:
 - a.** Business Partner Sponsorships are \$48,400 against a budget projection of \$59,000.
 - b.** Board Meeting Meals are over budget by \$723.88, which reflects the Board Retreat expense.

- c. Conferences are trending under budget by \$9,246.49, with additional unbudgeted expenses expected for K2L registrations and 2020 Annual Conference scholarships.
 - d. Education (which includes CLM allocation) is trending under budget by \$3,060.14.
 - e. Events (which include BP Kickoff, Chapter Socials, Community Connection, Holiday Event, and Leadership Event) are trending under budget by \$5,254.83.
 - f. Chapter Operations are under budget by \$2,179.10, largely due to reduced directory printing costs. We also incurred a variance in legal fees this year of \$2,875 for the bylaws review.
3. Outstanding Business Partner Sponsorships – Prestige paid at Friends level despite registering at KB level; therefore, the website needs to be updated. Printed directory can't be changed. Still waiting for payment from iSolved who registered at Kilobyte level; therefore, they will be removed from website.
 4. Outstanding expenses — QuickBooks and CPA fees are coming due. Receipts are needed from D.Sanders for the chapter's Dropbox account, which was renewed in August 2019, and Zoom account, which renews in January 2020.
 5. Dues renewal — Credit card payments are easier to post and track than paper checks mailed to PO Box, so L.Hild suggests noting on renewal invoice that credit cards are preferred.

ACTION ITEMS:

D.Sanders will update Prestige to Friends level and remove iSolved on website.

D.Sanders will provide Dropbox and Zoom receipts for reimbursement.

D.Sanders will update renewal invoices to request credit card payments.

F. Business Partner Program (S.Strong)

S.Strong would like board members to start thinking about the next BP program that will be sent out in early summer to begin August 1, 2020.

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)

G. Newsletter (C. Ernst)

The 2019-Q4 newsletter was sent out on 12/20/2019. Business partner K.Edson at Armanino sent a reply about how much she enjoyed the reflections and our uniquely

special chapter. The next newsletter for 2020-Q1 JAN/FEB/MAR will include the 2020-21 Board announcement.

H. Community Connection / Member Outreach (J.Karkas for S. Laboy)

1. Holiday Luncheon Debrief (12/12/2019 at Vina Enoteca, Palo Alto):
 - a. The event was well-attended and greatly enjoyed. Attendance included 30 members and 25 business partners.
 - b. Attendees were asked to bring cans in exchange for raffle tickets, which encouraged great participation. K.Lee delivered the cans to LifeMoves.
 - c. J.Karkas invited the board to sing, several business partners were asked to perform charades for members to guess a Christmas-related subject, and raffle tickets were drawn for several prizes. *The winner of the 2020 Annual Conference raffle is Janet Lee. Runner up is Jackie Peters.*
 - d. Next year recommendations: (1) different venue, such as Sino at Santana Row, (Vina Enoteca not great to work with), (2) schedule on a Weds and coordinate with SVC/GGC business partners, (3) no math required for raffle tickets (ie. 3 tickets per 5 cans was too hard to calculate and ran out of tickets), and (4) one prize per member (ie. same member was winning all prizes).
2. Winter Event (TBD March 2020) –J.Karkas and S.Strong will plan. Need to check with S.Laboy about BP obligations for this event.

ACTION ITEM: J.Karkas will determine business partner obligation and determine date and venue for for winter event.

ACTION ITEM: J.Karkas will explore Sino at Santana Row for the 2020 holiday luncheon.

I. Diversity and Inclusion (K. Lee)

Again, the chapter had great participation in collecting canned food at the holiday luncheon. Kevin delivered the canned food donations from the holiday luncheon on 12/12/2019 to Life Moves in Menlo Park CA on 12/17/2020 and submitted a photo.

V. OTHER NEW BUSINESS

Save-the-Date: The new board retreat will be on March 13, 2020 around 3:30 PM at Littler in San José, with dinner to follow.

Next Meeting: February 21, 2020 at Noon via Zoom Video Conference.

Meeting adjourned at 1:00 PM

Respectfully submitted,



Debbie Sanders, Interim Secretary
Director-Communications/Website