



Minutes of the
Board of Directors Meeting
 April 26, 2018
 11:00 am – 12:15 pm

<p>Present: Tara Binge Michelle Smith Arun Mistry Denny Krantz Joanne Pegues Amy Hals Robin Nussbaum Cara Hohenstein Christopher George</p>	<p>Phone: Karen Turner April Campbell Anita Lyter Jennifer Miller Sean Monahan Erin Cline</p> <p>Staff: Melissa Schwab</p>	<p>Absent: Lynda Mathews Lisa Sterritt Larissa Stewart Veronica Sutton Patti Pequin George Thomas</p>
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Meeting was called to order at 11:04 a.m.

March board meeting minutes approved.

President report: Tara Binge reported:

- **Goals for 2018-2019:** Focus on membership engagement and education. Hold an overnight educational chapter conference in February. All Meet-Ups offer CLM credits. Will also offer SHRM credits when possible. PSALA has applied for provider approval so we can approve our own credits for meetings. Improving technology and mastering live streaming. Website will go live in the next 2 weeks.
- **Updates on PSALA Conference/Attendance/Scholarships:** CLI, completely covered by service benefits. Dates: July 19th – 21st. Important to get as many PSALA board members to go and represent PSALA. Allotted 4 PSALA members to go, Tara B., Arun M., Amy H. and Karen T. will be attending this year. April C., Christopher G. and Lisa S. will also be attending, National Level.
- **2018-2019 Awards:** Elevate: Will find out at the conference if PSALA won. We should try to win multiple awards this year. Idea to reach out to CLOC. Arun will lead and create a committee, along with Sean to work on this.
- **Membership Marketing:** Main goal is growth. See if we can get a list of business licenses and compare to our membership list. Identify firms not involved with PSALA and reach out to them re membership. We will create a google doc list, breaking up the list to ten cold calls per board member.

President Elect: Arun Mistry reported:

- **Law Firm Leaders Dinner:** Location, Arctic Club, same as 2017. Deciding on final logistics. Speaker or a Casino/Networking? A concern was raised about the accessibility of the location for those with disabilities. WSBA has evaluated the venue and concluded it was not accessible and doesn't use it. Robin will send ABA Accessibility Toolkit and the accessibility of this location will be carefully considered in the future.
- **Christmas Social:** Columbia Tower, December 6th. Contract has been signed, sent back and deposit has been paid.

Business Partners: Michelle Smith reported June 14th is Business Partner Expo. Movie theme, “Mad for Movies.” Create a movie ticket, Business Partners will stamp it. Angela with Catalyst will speak. Business Advisory, keep same board since we have commitment from the Business Partners. 2-year board. Mary Hood is no longer with Copiers NW so a new replacement will be joining and taking her place on the advisory board.

Membership: Karen Turner reported that new members are coming in and signing up. 197 total members, 11 new in 2018 and 15 lifetimes. Tuesday, hosting a New Member Orientation. Working on letters to independent ALA members.

Education: Amy Hals reported that all events are listed. Calendars went out and looked great, great feedback. Past event Emerging Technologies went well, about 20 attendees. Upcoming events: May 1st, Business Decision Making and Inclusion; Craig Claremont, May 15th HR 101; Patty Peaquin, May 30th Pop-Up/E-Discovery; Eric Parish, June 7th Diversity and Inclusion Breakfast; Frances D. and Robin N. and June 19th Applications Roundtable; George Thomas. Reminder to all, communication with Melissa at AMI should be the section lead only. Questions can be filtered through Amy/Tara. Keeps everything running smoothly and organized and not sending to many emails to Melissa.

Board Reports:

- ✓ **Denny Krantz:** Working on the social media piece. Wants feedback and ideas and what to put out there on PSALA’s social media. Adding photos of every event the day after. Weekly Soundings and a monthly summary also.
- ✓ **April Campbell:** Reported that ALA is testing a new membership model for firm memberships. There will be a regional council meeting at annual conference for Region 5. The Membership Development Committee is reaching out to chapters to get more information on how to successfully get new members involved at the chapter and association levels.

Action Items:

- **Melissa:** Add Soundings as weekly, not monthly to scope
- **Tara, Christopher and Cara:** Finalize 2018 -19 Budget
- **Tara:** Contact New PSALA Members
Breakdown awards list; give SMUG MUG passwords to Erin, Denny and Michelle.
- **Arun:** Create WhatsApp list for Nationals.
Reach out to CLOC.
- **Erin and Michelle:** Connect on Business Partner Bios.
- **Robin:** Share accessibility checklist with Tara.

Meeting was adjourned at 12:03 p.m.

Next Board Meeting: Thursday, May 24th 11:45 am -1:00 pm