



**Minutes of the
 Board of Directors Meeting**
 October 31, 2019
 11:45 am – 1:00 pm

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| Present: Arun Mistry Suzanne Tran Joanne Pegues | Phone: Cara Hohenstein Gloria Masters Michelle Smith Angie Britt Brenda Higley Robin Nussbaum Lisa Giangreco Staff: Amy Ohlinger | Absent: Patti Pequin Christopher George Tara Binge Lynda Mathews George Thomas Amy Strok April Campbell Brandy Welch Ann Callahan Denny Krantz Melissa Schwab Veronica Sutton Karen Turner |
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Meeting was called to order at 11:50 am

President report: Arun Mistry reported:

- **Masterclass Recap:** 115 people attended the Masterclass Recap. Arun reported he was very happy with the event, overall all the BPs were happy, food and venue went well, and good attendance. It cost PSALA out of pocket about \$5000 and it was a great member benefit. There was good local representation of members.
- **All other updates:** As of now, everything for the holiday party is on track. Arun reports he and Tara are still working on Wellness.

President Elect report: Michelle Smith reported:

- **LFL Dinner Recap:** LFL Dinner went well. It raised \$5290 for Little Bit. There was 70 plus attendees. Location, food and speaker were all well received.
- **Holiday Luncheon:** Is going as planned. There will be a \$45 charge for members and \$55 non-members. Non-member invites will allow members to invite someone who is interested in becoming a member which will hopefully increase membership.
- There are 14 extra books remaining that Greg left. Denny has them. Board determined they would be brought to the new member orientation.

Business Partners: Suzanne Tran reported:

- **Education Summit:** Last year, PSALA invited Platinum and Gold sponsors to summit. Copiers NW have been invited. It was reported that the board was unsure if Pacific Office and Hub have received the invite. Suzanne will draft something up to distribute to them.
- Suzanne is working on updating the sponsorship guide. This is the first year for limits on attendees to holiday party. As of now it goes 4 attendees; 2-2-1 with sponsorship levels. Copiers NW is bringing 3 which was approved, and they have been invoiced. Next year, we will increase the number of attendees to 3 attendees for Gold.
- ALA offered a series for chapter leaders. They have a phone app with event notifications and messaging that pushes notifications. Arun will reach out to chapter president who is utilizing app to find out costs and functions.
- Suzanne brought up the ideas of featuring a Business Partner on emails. This would allow for more exposure and an added benefit for them.

- It was proposed to have a competition among the Business Partners for who can bring in the newest members and prizes would be rewarded. Ideas for prizes were a lunch with board members, gift cards, cash incentive for referrals. Could try it out and do \$1000 off sponsorship level for bringing in a new Business Partner add another \$500 off if the Business Partner renews.
- Other chapters discussed utilizing LinkedIn which has been more popular than Facebook because they can tag a business. PSALA can get their page going more by encouraging members to add the page. Denny could add posts to Facebook and LinkedIn at the same time and utilize hashtags.

Membership: No Report

Education: Michelle Smith report for Amy Strok: There was a successful family medical leave presentation from state education. There is another presentation in December and a possible library meetup in November (TBD). The Education Summit is on November 19th. Ideas from Business Partners and committees are starting to come in. She enjoyed ALA conference in DC, very applicable and a great conference. She is starting to plan "Pass the Gavel". Calendar production start after education summit. Arun will draft the call for nominations and send to Melissa today.

Board Reports:

- Appreciation for Platinum sponsors on Wednesday, November 21st and is at the escape room, Arun will send the email out for RSVP.
- New members: Reports about firms who signed up for organizational pricing. Allows for unlimited members at each firm. In turn it allows a broader group of people to join and from this we can invite people to join our chapter. We need to see if we can figure out through ALA who new members are. It includes people who have interest in Legal Administration, and it isn't restricted on job title. This could be a drive to get younger people in. ALA is testing it and are hopeful to get more people in the door for education events and member events. It is planned to fully roll out in 2021.
- Gloria - Community Service: There is a meeting next week. Volunteers are needed for December 13th at Ronald McDonald House, 4:30pm. They need 15 people. Tasks will be serving dinner and movie showing. Something will be put together and sent out to members. Little Bit had 10 people and it was very successful.
- Angie - South Sound group meeting is being held monthly. Other firms in the area showing interest and email group growing. Possibly looking into a separate holiday event in the south sound. There was an idea to do a catered lunch or go to a restaurant. We could invite Platinum and Gold Business Partners to meet and greet with potential new members. Angie and Arun will have a quick call to organize the logistics.
- PSALA holiday luncheon - December 12th; all logistics are set.
- Robin - Resent scholarship information. Board reports scale and application process looks good. If board hasn't had a chance to look at email, look in the next couple days and reach out to Arun and Robin with any feedback and or questions.

Action Items:

- Suzanne: Reach out to Pacific Office and Hub regarding Education Summit
- Arun: Reach out to chapter president of the chapter who is utilizing app to find out costs and functions
- Arun: Draft a call for nominations information and send to Melissa to send out today
- Angie and Arun: Hold a quick call to organize South Sound Holiday Event

Meeting was adjourned at 12:23 pm

Next Board Meeting: November TBD, Providence Health 11:45 am – 1:00 pm