



Minutes

Board of Directors Monthly Meeting
September 11, 2024 – Virtual Meeting via Chapter Zoom

- I. **Call to Order / Welcome:** Sue Stratton thanked everyone for attending. Julie Burke confirmed quorum, and the meeting was called to order at 12:04
- II. **Approval of the Minutes & Agenda:** Javier Morelos made a motion to approve the 7/10/2024 meeting minutes and Kevin Lee seconded. The motion to approve the July meeting minutes carried. Kira Hansen made a motion to approve the Agenda for the meeting 9/11/24 and Amie Morelli seconded. The motion to approve the agenda was carried.
- III. **Business Partner Program BP Expo- update:** The first meeting for the BP Expo was held last week. The members of the committee had a good discussion and elected “Carnival” for the theme. The date will be 2/6/24. The committee is currently looking for a venue (hosted at a Law Firm) for the BP Expo. The committee meets biweekly.

The budget for the BP Expo was not specifically outlined in the overall 2024-2025 budget. Expo funds should have been allocated \$4K (the Expo and K2L occur every other year) in the current year budget. Similar to K2L, Expo income and expenses should be separate budgeted line items. Sue reminded future Executive Committee members to look out for these budgeted items as they are easy to miss when it’s an “off” year. The 3 top tier BP sponsors booths are included for the Expo, but gold and silver BP sponsors must buy in, therefore the BP Expo should be a revenue generating event.

Ryan Hill reported that there are currently 28 Business Partners. The Chapter is only \$5,000 away from the BP revenue budget target and is expected to meet the budgeted goal. Ryan will keep pushing for BP sponsorships so that The Chapter can break even on the budget. Sue Stratton reported that the target for BP packages to be approved and ready to send out mid-January. Early bird deadline will be 3/31/24. Matt Ogden added that some of the money comes in March and does not get applied to this board year, which can be confusing when evaluating the BP budget.

- IV. **Website and Logo:** Ryan Hill advised that the logo redesign committee is finalizing what the new logo will look like. The color scheme will be updated, and the website will be redesigned (like a “facelift”) at the end of the year. Ryan Hill asked for any input users may have when navigating through the GGALA website.
- V. **Mental Health Care: Self-care and self-compassion Education Session:** Aime Morelli reminded the board the importance of prioritizing mental health and

encourages members to attend the session 9/17/24 at Cooley LLLP.

- VI. **ALA Code of Ethics Review:** A reminder from Sue Stratton for board members to review the code of ethics. If there are questions, please reach out to any member of the Executive Committee. It is important to know and understand obligations as board members. Sarah Spry will include the information in the next newsletter. Antonia Bereal-Lee advised that new members and renewals get reminded regarding the ALA Code of Ethics.
- VII. **Salary Survey:** Jennifer Murov provided an update on the Salary Survey. The participants will receive their Salary Surveys soon and then members will have the option to purchase. Ryan Hill provided an update for the Salary Survey Income. The income is now split between member revenue and non-member revenue. Taxes are incurred on non-member survey income.
- VIII. **CLI (Chapter Leadership Institute) Feedback:** Sue Stratton asked members who attended CLI to speak briefly about their experiences. Sue enjoyed a CLI session about creating “Hives and subgroups” and is hosting a pop-up in Marin to reach out to members out of the direct SF area. Kira Hansen spoke about her take away from a session on transparency and how transparency affects engagement. She is thinking about how to increase transparency via communication with Social Media and hoping to encourage members to share their own experiences. Ryan Hill spoke about how he enjoyed hearing of experiences from members of different groups, especially related to Business Partner engagement. Javier Morelos enjoyed socializing with the ALA group and was interested to hear other members’ experiences with partnering with different chapters. This may be something that we can incorporate with K2L. Traci Staggs was the CLI passport winner, and she also enjoyed meeting and collaborating with other members and learning about reaching out to different geographical zones can help with collaboration.
- IX. **Membership:** Antonia Bereal- Lee reported that The Chapter has 142 members. Since July 2024, The Golden Gate Chapter has received 3 new members: Nicholas De La Torre (Zacks and Freedman, PC – Office Manager), Jennifer Fernandez (Weintraub Tobin Law Corp) and Kathryn Marie Nguyen(Littler – Office Administrator). If you know of anyone desiring to join ALA, GG Chapter, please consider that we are entering the time of the year where as of 10/1/24, new member fees paid will cover the remainder of the year and all of 2025. This is extended to new members only. The membership committee is still planning a happy hour and the date is TBD. Need to consider dates in October. Kim McDade will provide an update re: organization pricing for 2025.
- X. **Coastal Clean-up Reminder:** Mark your calendars for 9/21/24 with lunch at Plank in Oakland to follow. It’s FUN!

The meeting adjourned at 12:36.