

**Minutes from the January Board Meeting of the
Austin - Central Texas Chapter
Association of Legal Administrators**

January 15, 2004, 12:00 noon

Members Present:

Edna Diaz, Mary Smith, Bill Elkjer, Barbara Anderson-Carr, Ann Jacobson, Angela Thorpe, Debbie Roan, and Elaine Burr.

Members Not Attending:

Vickie Mitchell and Elaine Bradbee

Item 1.

Reading/Approval of the Minutes:

The December minutes were approved and submitted to the Board with one change to a sentence in the Treasurer's Report section. The sentence that reads: "We will need to pay attention to building up our cash reserves until 2006 when we will host the regional conference" needs to say "We will need to pay attention to building up our cash reserves until 2006 when we might be selected to host the regional conference."

Item 2.

Treasurer Report: (Mary Smith)

Chapter bank account balance as of January 15, 2004 is \$17,061.12.

All significant expenses for the year have been paid, and all income checks have been deposited.

A Balance Sheet and Income Statement for the period ending January 15, 2004 are attached hereto and made a part of these minutes. (Attachments A and B)

Item 3.

COMMITTEE REPORTS

Membership Committee: (Barbara Anderson-Carr)

Our new member luncheon was held on January 14, 2004 with eighteen members attending. Eight of the ten new members attended. The luncheon was a great success. Barbara took the opportunity to encourage new members to sign up for committee work for the upcoming year.

The committee continues to work on taking the member photos for the website at each chapter luncheon. The next big project is the production of the Member Notebooks which should be complete in February.

Community Relations/Bar Activities: (Ann Jacobson)

Ann is preparing her submission to the ALA awards program. No other news to report.

Program/Education Committee: (Debbie Roan)

Judy Anderson and Sam Williams will be our luncheon speakers for the February meeting. They will be making a presentation on diversity.

The next half-day educational seminar will be held on Thursday, March 25, 2004 at the Community Room on the 8th Floor in One Congress Plaza. David Mitchell, Ph.D. will speak on career enthusiasm.

The Program/Education Committee needs members and a new chair for 2004-2005 needs to be recruited.

Vendor Relations Committee (Angela Thorpe, not attending)

The contract with the Palmer Events Center has been signed and the deposit has been made. Our Seminar and EXPO is listed on the Austin Convention Center's website Calendar of Events.

The Vendor Relations committee will be meeting soon to pick a date in late April for the Vendor Appreciation Happy Hour and to set booth pricing for the 2004 Expo. The Happy Hour

will be held at the Lounge at the Spaghetti Warehouse.

Angela will contact the vendors who participated in the 2003 Expo via e-mail with preliminary information on the 2004 Vendor Expo, asking them to save the date. In addition, she will invite them to attend the Vendor Appreciation Happy Hour.

Sphere Consulting Services has already agreed to be the Speaker Sponsor for the 2004 Educational Conference.

Website Committee: (Elaine Burr)

The website experienced some changes since it moved to its new host, Internet Media Works!. The Membership listing is dynamically pulled from a database and it has search capabilities. Member photos have been re-formatted to a uniform size.

While the website was designed for high resolution monitors, some minor changes have been made to make it attractive and functional on lower resolution monitors as well.

Elaine is working on submitting our chapter website to the ALA awards program.

Some minor issues have arisen while working with Internet Media Works!. At the outset of our business relationship with them, Elaine was clear about her level of expertise and her occasional need for their help to repair errors or to offer technical support. Over the past several weeks, their assistance in answering questions has been given grudgingly, despite her offer to pay for the services. Rather than help with small issues, they seem to prefer to take over the design and maintenance of the site. She will continue to work with them on outstanding issues.

Newsletter Committee: (Elaine Bradbee, not attending)

Edna Diaz reported for Elaine in her absence.

Elaine Bradbee will be re-locating out of state during the summer. Karie Pilcher has agreed to chair the Newsletter Committee for 2004-2005.

Committee chairs are urged to send Elaine an update on their

activities for inclusion in the next newsletter which is due in March.

Elaine is preparing a submission of our newsletter to the ALA awards program.

Salary Survey Committee: (Vickie Mitchell, not attending)

Edna Diaz reported for Vickie in her absence.

Becky Shafer agreed to chair the Salary Survey Committee next year.

Item 4.

New Business:

Houston Chapter Proposal for Advertising in The Texas Lawyer.

The Houston chapter submitted a proposal to a number of Texas chapters to share the expense to place an ad in The Texas Lawyer. The purpose of the ad would be to create awareness and name recognition for ALA. The cost to our chapter would be between \$1,100 - \$1,200.

After considering the target market for this advertisement and its possible benefits to our chapter, the Board voted not to participate in this project because we feel the money would be better spent at the local level. Edna Diaz will respond to the Houston Chapter and politely decline.

Use of Board Member Subsidy to Attend Regional/National Conference.

In the past, the chapter has paid up to \$750 per board member to attend the regional conference. We also paid up to \$1,750 for the president and president elect to attend the national conference, and also budgeted \$1,750 for the "member of the year" to attend national. While we did not select a member of the year last year, the Board may want to consider one this year.

The question is whether to allow board members to use the \$750 stipend budgeted for the regional conference for either the regional or national conferences. One concern is that the basis for subsidizing the regional conference is to promote

attendance and provide adequate chapter representation. The Board was not strongly opposed to allowing its members the flexibility to use the stipend for either conference. The measure passed.

Meeting Schedule for the remainder of 2004.

Edna Diaz distributed a proposed meeting schedule for Board meetings and chapter luncheons for 2004. Board members were asked to review and approve. Elaine Burr will add these dates to the chapter website. See Attachment C.

In late March, there will be a "transitioning of office" event. Details will be forthcoming.

Vendor Sponsorships.

Our chapter is on the list to be a host for the 2006 Regional Conference. We need to consider whether or not it is in the chapter's best interest to host the conference. The main benefit to hosting the conference is higher local attendance. Besides the increased workload, the main detriment is loss of income if we cannot hold a vendor expo that year. If we agree to host the conference, we must start planning this year and next year to raise funds and promote sponsorships to offset the potential loss of income from the vendor fair.

One suggestion is to hold the vendor fair in March rather than August in 2006. Another suggestion is to vigorously promote the chapter by preparing a list of vendor opportunities for sponsorship, and making the list available to the vendors. With added vendor sponsorship, there would be less reliance on chapter funds to meet expenses for various events.

Officers and Committee chairs have been asked to send vendor opportunities as well as other income generating ideas to Elaine Burr, who will compile them and make a presentation to the Board on how we can disseminate the information to our vendors via the website, newsletter, etc.

Item 5.

Old Business:

Managing Partner Breakfast. Invitations for the Managing Partner breakfast have been mailed. We have three vendors who have agreed

to sponsor the event. Edna Diaz is working to get one more sponsor which will mean no chapter funds will be spent. Our speaker is not requiring a fee, but we will offer to contribute \$250 to a charity in his name.

Item 6.

Adjourn:

The meeting was adjourned. The next Board Meeting will be held Thursday, February 19, 2004.



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