



**MINUTES
EXECUTIVE COUNCIL**

Thursday, July 21, 2016

Call to Order and Welcome

Patricia called the meeting to order at 5:11 PM. Attendees were:

Aliso Zinn—phone
Samuel Cheris
Nancy Cohen
Vincent Rahanan
Mary Jo Gross
Jake Esienstein
Ilene Bloom
Tyler Murray
Steve Hahn
Loren Brown
Brandi Nieto
Becky Briggs
Mariana Vielma
Mario Trimble
Bonnie Schrinier
Courtney Holm

Patrick Flaherty
Mel Reveles
Amy Sreenen
Rebecca Spence
Jeremy Schupbach
Reba Nance
Carolyn Gravit--Phone
Alexa Drago--Phone

There are no big decisions to be made at this meeting. This will set the tone for the rest of the year. There is good diverse representation and institutional knowledge around the table. There will be a new approach to these meetings this year. After tonight, you will better understand your roll and the work on the EC and why we are doing it.

Who are our Executive Council members

Covered the basics of the EC. Went around the room asking council members to introduce themselves.

- Name.
Where you work or live.
How long have you been practicing
- Involvement with CBA or other associations
- Dream job.

What do we need to know about our Executive Director

Patrick covered his background and what he has learned in the last 18 months including challenges and our need to evolve. So they created and adopted the strategic plan. Morale held and is higher than ever.

Strategic plan became more of a framework. REFOCUS 20/20. There will be a more in depth orientation to the plan at the September meeting. None of the goals are new, they will just help us better focus our efforts. Foundations are being laid for further process including a rebranding of the CBA and DBA.

What is our Vision for Year

The traditional duties of the EC include approving appointments, section issues, community stakeholder issues, approving the budgets, and legislation issues. Patricia is trying to revive the governing role of the EC. The CBA is in transition and needs a more nimble and flexible governing body to look at issues with a strategic vision. The goal is to reengage to EC so it is the governing body it was design to be in the bylaws.

She quoted Member demographics from the materials. We are positioning the CBA for the next 10-20 years. The strategic plan is our road map for the next 4 years and our goal is to start implementing it. Patricia has asked Patrick to create reports so we can see and measure our progress. It also holds Patrick responsible and gives him clarity. Harnessing the power in this room makes us better.

Who runs the CBA and What does our Staff Do

Patrick presented a brief overview (PowerPoint presentation) of the staff and what we do and then introduce them. Director introductions.

How does the Executive Council help Govern the CBA

Patrick presented the Governance PowerPoint. The EC is essentially our Board of Directors. The EC is the closest thing to a practical board. The only thing they cannot do is amend the bylaws. The EC will have 6 meetings this year.

Are our Finances on track.

Yes! We are still waiting on few items to come in, but total revenue was above budget and expenses were below budget. Our Revenue over expenses is higher. We are still making money with the 3rd year of a 3 year dues increase. We are in good financial shape.

The budget process this year was business as usual. Some requests were turned down and some changes were made in accordance with the implementation of the strategic plan.

Questions included:

Should we break up the bank account so it is covered by the FDIC?

The account is too big to breakup and the money comes in and goes out almost as fast.

Should we be in more diversified investments since we are not earning money on what we have?
Creating a subcommittee to look into this might be a good idea.

Should we try to find non dues revenue?

Most of those programs have gone away. CLE charged with doing valuable programs for every part of the bar. Some lose money while others make money. Publications never make any money so they have to be

underwritten if you want good publications. It is difficult thing to figure out and is it sustainable. Membership is the biggest part of our revenue, but this is a trend for most associations.

How can the Executive Council help move the CBA Forward this Year

The in person attendance makes a huge difference. What are we doing with the local bars? We would like to talk to the VPs about reaching out to their local bars and bringing that feedback back to us. Other action steps will come later. A local bar president summit has been suggested. We are trying to build a pipeline with the specialty bars.

Do we know our Future Meeting Goals and When will we meet.

Yes. The meetings will be every other month. We will send a Doodle poll out to set those dates.

Consent Agenda

No objections. Minutes from the last meeting are approved.

New Business

Gigi—the presidential RV has developed a cult following. Gigi received her own emails and requests to show up at events. She is getting her own banner and may soon have a Facebook page.

Making connections
Engaging Inclusivity
Building Community

Adjourned 7:08 p.m.