

Lane County Bar Association Board of Directors

Strategic Planning Meeting

Location: Marche back room, 5th Street Market

Date: August 25, 2017

Time: noon – 4

AGENDA/Minutes

12:00 – 12:20: **Welcome**, opening remarks, warm-up questions

12:20 – 12:40: **Mission Statement** – What is the purpose of the Lane County Bar Association?

Who, What, When, Where, Why Exercise

Review mission statement: How do we become the essential component to rewarding legal practice. Look at regional base, events, bringing together for practice. Do we really want to be that? That doesn't provide much of the essence or the purpose of what we are here to do. One way to come up with a mission statement as a group is the who/why exercise.

Split off to groups.

Hal & Brad: Who: Who we are in terms of Eugene, Springfield based attorneys...demographics, we don't necessarily know Who we are in terms of age...it occurred to us that we could do demographic survey when members sign up for membership. If we reach out to get more members, we need to know who to reach out to. Things are changing out there, they have changed on the bench and it is unknown unless we can get to that. We were talking about whether firms are more highly represented than solos. At big events, a lot of firms are represented, and maybe it is because it is expensive to attend. Not sure if that translates in to activity...whether involved...diverse populations. We are increasingly dealing with substance issues in the bar and we are a little more aware of it now. There are a lot of young lawyers that are super-stressed by their jobs and increasingly dealing with problems with substance abuse, more than other professions. This is a stressful profession, even if you are dealing with it in a healthy manner, but the local bar could have more local support for people going

through a lot of stress. This is available at the state level, but where they get dealt with more effectively is on a local level. Maybe we put that in rotation for cle.

We are attorneys, but the larger legal community also includes the law school. Add separate issue to the topic. Are we talking about paid members, but like the idea that whether or not you are a paid member, you have a voice. We don't compare votes against membership. The same question includes who is invited to the holiday party...

Erin & Erin: What: We are not a service organization, which is something to think about or explore, but it is not what we are now. We are more of a membership organization, essentially a professional membership organization. We have law school participants, but they are pre-professionals. As a membership organization, the purpose is to provide a benefit to your members. We are not educators...

We are here to attract and retain quality and diverse attorneys in Lane County.

Doing things together brings people together and re-focusing and worrying about providing a benefit to members, if we had opportunities to give back because it takes some work to structure a volunteer opportunity and allow side by side with other attorneys, having the experience and doing something good. That is a great benefit. Part of our What needs to be what our sections are defined as. Maybe part of the What is defining what our sections are. If the step is having this possibly being a service organization...people have their own pet projects/special projects...a good chunk of lawyers are already involved in the service. A lot of times, maybe if individual sections want to do something that is service based, that is good, do we want to take that on at an organizational level. As much as we enjoy helping people, we (as attorneys) need to make money, time is limited, I go to lunch to build network. I go to the CLE that might have judges on it, I want to know how you think. To a certain extent, this organization and the way it helps lawyers is that it helps us perform better in our jobs. It is good to have connections with other people because it is nice to know I can call someone. It goes back to help us be better lawyers.

Erin has been approached with questions about substantive matters...trial call, publishing SLR's, the point being why doesn't the bar weigh in on this and the way the court runs. The point being that would like to see the organization play more of a substantive role. We do with some aspects.

We could meld the two. There are some things that people do service-wise that if the bar coordinates, it could be useful...ie: high school Moot Court. We are currently doing things kind of piecemeal, maybe there is some room for the bar in those types of things. Facilitate discussions about the way things are done.

Example, the ABA is very active in political issues...if there are things unique to our local community, it may be appropriate to engage in as the bar.

When: Sebastian & Jay: Schedule: Second Thursday. Predictability is helpful. If you can schedule it, you can manage conflicting schedules, but this may become boring. Lean on the side that a regular schedule is beneficial. Appreciated when Kasubhai had whole year's worth of programming released at once. More printed materials (flyers) at functions...list of all of the dates on the tables. When in your career...use the new lawyer committee as one of the examples. It makes sense that when you are new, you want to see what is out there and create a positive tie to continue development as a lawyer. Conflicts with subsections, when they conflict with larger group (ie: Crim law section). Part is inclusiveness. For example, Federal Section put on CLE events and when trying to get member involvement, it isn't well received. Also, when the Federal Section requested pooling of resources. When can we coordinate other sections issues and events to make them feel welcome and part of the group. Perhaps that coordinates with the section membership. If sign up to a specific section, designate a portion of the bar dues to the section to offset costs for events and social activities. Meeting overlog. Sometimes, we might talk about if less is more. Considering quarterly meetings instead of monthly, then drop in social events ie: happy hour. How to tap in to those attorneys that are in the twilight of their career. Attorneys not practicing actively anymore, perhaps a resource for mentorship and knowledge. Ways to keep those attorneys involved. Consider having those attorneys as table captains.

Emily & Todd: Where: Suggest expanding geographically and with online internet presence...logistically, it is tough to reach the outer areas of the county...community outreach...maybe once a year, host event to bring in other communities...continue trend.

Talk about the Shedd as space, do we want to sign the Shedd contract again. The history is that we were at the Oregon Electric Station for years, then it was renovated, we have not found a substitute for that. It is definitely something that

maybe has contributed to a drop off of membership. We have more people now, than would fit in the Electric Station.

County uses Serbu to cater events...Judge love had mentioned that program...LCC Downtown center where Spring Bash was held. Venue 242, too expensive. One of the reasons we are here is to talk about the surplus. Maybe we invest more in the monthly meetings, if that really is what the service is.

Where do we see ourselves...community involvement side, there is a lot of room to geographically expand.

Look at running survey for what the membership wants. Maybe we invest more in the monthly events.

Joint Lane County/Linn County/Douglas County bar associations and have the governor come down to speak at this event. Legislator panel packed room. Juvenile had a panel of appellate judges, very effective...

Maybe we want the lunches to have more star power behind it, be more impact and meaningful. If we want to accomplish that, maybe we have the planning people commit a lunch to planning the year and identifying those people our group has connections with and tapping them to plan for the whole year. Formalizing the process a bit more. Dedicate a board meeting to it.

Maybe monthly lunches should be more broad; revisit program committee as they do a lot of work but we are constantly picking new and enthusiastic attorneys to do it who don't necessarily know full breadth of practice. Maybe we use their energy and time, but have board more involved with the programming. Maybe it is convincing younger lawyers of the value of being around their colleagues. They are not just there for the social aspect, but the value of the connections. This would be by really focusing on the new lawyers committee getting back up and running.

Why: To be better lawyers. Like that as a concept for why we are doing this for our members. To know what is going on. Things are changing in the legal profession, being more of a substantive resource would be beneficial. If you want to be present on a wider scale, you have to be part of the bar association. Wanted to open view. Might not have felt that they needed the bar, member of other organizations, wanted a wider net. It would be odd to practice here and not be a part of the bar.

12:40 – 1:00: **Membership Engagement** – How do we:

1. Increase our membership numbers
2. Increase participation at monthly lunches
3. Increase participation at social events
4. Make a greater impact on the legal community

1:00-1:20: **Logistics and Administration** – How do we:

1. Operate the organization
 - a. not a lot of continuity of operations, but we can set that up if we invest the effort. We have the lunches and program committee that has rotating roles...
2. Communicate with our members
 - a. **Communications:** If we had a central person or a firm donated that time...if you are paying someone to do it, they do it. If it is a volunteer, it is at their convenience. Logistics, but also engaging someone for more content based things. Newsletter is bare. It is very nice for Murray to absorb that cost. Profile a member...there is enough there that you could have a journalism student or somebody to have that engagement and get connections with people that are important. Lawyers love to promote themselves and each other. Local stories. Lawyer of the month, or Lawyer's corner...submit nominations at a luncheon. Half page-page article of tips they have used over practice. These were the books that were helpful to me in practice. There is opportunity for content there, the linchpin is getting someone engaged to do it. Need continuity, maybe hire someone...MyEmma program...internship...
 - b. Have the sender email say "From the President" instead of Lane County Bar Association...so that it feels more personal.
 - c. Todd and Erin G. to reach out to contacts in J-school, Jay to reach out to contacts. Possibly send out email to bar asking membership for referrals...what if we

send RFP to local nonprofits for supplemental work. Comes back to who is going to be responsible for the content and what gets through. Possibly have law student position. Developing content every month will eventually take one of us every month. If we diffuse the responsibility among board members, it makes it less onerous.

- d. There are all kinds of ways to add content, but it makes sense to have more information on myemma approach and get information from private organizations...perhaps we have someone we are paying money to complete professionally, harnessing law students or J-school students to give topic and have the student write it.
- e. Have new newsletter quarterly...maybe have law professor draft portion? Direct tie would have to be that only members could be featured in it...who's who...
- f. Increasing the quality of the lunches, venue, food, speakers...not hanging focus or expanding, but doing what we do better. Don't want to bite off more than we could chew or be overly ambitious. Do things well and execute well. Things have been unorganized or scattered in prior years. When things feel scattered, people don't show up. Board meeting devoted to lunches, so we can plan in advance. For social events, do what we have been doing, but do it better. We don't have to do the same things if people aren't coming. Much more advance notice is necessary...focusing on a couple of things. If we can meet with planning folks and map out a solid future as one item, and get RFP's for newsletter improvement.
- g. Program committee to focus on usual suspects, then board members to check contacts. Set up process...on X date, we get the list from the Bar of all attorneys in Lane County, on y date send out

electronic bill then for those that don't pay, maybe send hard copy bill.

3. Manage our financial affairs
4. Best use the surplus
 - a. We could do a better job coordinating our involvement in the mentorship programs. Maybe if we coordinated a little better, we could have better and more meaningful involvement in all of them. OJD Diversity mentorship program. If we liaison with them on that more, maybe we could build that. We are well represented in terms of women judges, but not people of color. Membership at the experienced range is not that diverse.
 - b. Think about setting up a summer stipend for law students who will be serving pro bono positions over the summer...one diversity grant/stipend
 - c. Post-grad support for recent graduates to stay in Lane County post-graduation.

1:20-2:00: **Action Plans**

1. Events
 - a. Commit meeting to set schedule for the year, holiday party, baseball, etc...
 - b. Part of what drives the sports events is that the Ems doesn't know in advance...if we could just call the athletics dept at UO to say we would like to have a basketball event in the winter and baseball event in the Spring...may draw more excitement if it is a Ducks ballgame...add in women's event...
 - c. Day of service (Law Day-add to calendar) Take your kid to court day (Multnomah bar)
 - d. Sept. Judge Kasubhai-Settlement conferences
 - e. Oct. Judge Rasmussen State of the Courts
 - i. Thought: Consider if Lane County Bar Ass'n can champion for the courthouse. Tie the bar in to that.
 - f. Nov. Dean Burke speak?

2. Programming and Resources
3. Budget
4. Administration and Communication
 - a. Todd to follow up on membership renewals.
 - b. Erin G. to check in with Jone about last year's logistics.

2:00 – 3:30: Small group work sessions

3:30 – 4:00: Reconvene and Wrap-up

Come to planning meeting in September with programming ideas (one to two ideas) emailed to Erin G. the day before the meeting so she can add to the agenda.