



SOLO &  
SMALL  
PRACTICE  
SECTION

Executive Committee Meeting

April 16, 2019

MEETING MINUTES

866-577-9294; Code: 5016524

**1. Roll Call (Shashi)**

Meeting Commenced at 12:03 pm.

In-person Attendance: Kari Petrasek, Shashi Vijay, Bruce Gardiner, Vitaliy Kertchen, Kristina Larry, Jennifer Ching, Peter Roberts, Eleen (WSBA liaison); Destinee Evers (WSBA) and Ana Selvidge (WSBA) [*Destinee and Ana leave after presentation at 12:45pm*]

Phone Attendance: Ann Guinn, Gil Price, John Redenbaugh (joined for partial meeting, joined at 12:38pm), Darcel Lobo, Amber Rush

Members absent: Jordan Couch, Nikhil Bavariya

**2. Approval of Meeting Minutes**

- Retreat/ February meeting minutes – Shashi motioned to approve content with Ann’s formatting edits; Kristina seconded; Motion passed unanimously
- December meeting minutes – Bruce motioned to approve content with Ann’s formatting edits; Shashi seconded; Motion passed unanimously

**3. Treasurer’s Report (Bruce)**

February report. 41% complete. Everything ordinary.

YTD – 17K balance; Marvelous reserve balance of 80K

Nothing is due from subcommittees for the budgeting at this time but that process will start in summer.

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#### 4. **MentorLink Mixer; Practice Management Guide & Discount Network Presentation (Ana LaNasa-Selvidge and Destinee Evers)**

- PMA (practice management advisors) – Goal is to increase member engagement.
- Focus is on 3 program areas and alignment of the same.
- Practice management discount network includes - Clio, EncryptMe,
- Looking to expand the vendor network.
- Increase awareness by quarterly member benefits newsletter
- Add Promotions widget to section homepage – WSBA benefits.
- Launch a webinar series/blog post – highlight a new vendor
- Lunch and learn – website in collaborations with webinars
- Destinee had added additional stuff to PMA tools
- Fastcase – will offer free webinars through June
- Electronics subcommittee had requested access point in the members area section page to a landing page for discount network
- Discussion regarding separate logins as the SSPS login is a static code and therefore cannot use referral code- as the myWSBA tool authenticates the member as well
- Discussion regarding Legal guides and templates and super forms such as Basic cybersecurity, resources for starting practice etc.
- Will request Member feedback – practical and short and will use focus groups over the summer to develop guides and finalize so they can promote the guides over the fall.
- Education subcommittee will collaborate on CLE program that we could have a guide. Promote the guides and promote the Practical forms and templates
- Mentorship Mixer updates: 40 people attended; 60 people registered
- Feedback discussion and discussion of the time of the year that works best for solo section, recommended that Jan 0 March time frame of early spring works best for the collaboration for mentor mixers for solos.
- Next mixer is focusing on Alternative careers- 3 part CLE series – networking and marketing – how to build professional network.
- Discussion regarding mixers at Olympia/Bellevue/Seattle and experiment with outreach to other areas. Darcel suggested with south king county etc.

#### 5. **Notice for Annual Meeting (after retreat in February or March)**

- Discussion and finalize Date for our annual meeting – June 11, 2019.

- Discussion regarding format of notice and providing time - noon to 12:30pm.
- Discussion regarding giving notice via eblast to SSP members through Eleen at WSBA and listserve.

**6. Member Survey re Mandatory Insurance (Kari)**

- Jordan to prepare a survey monkey and then send out to the members
- Survey questions were approved as attached in Agenda.
- Kari motioned to send out the questionnaire to entire section membership as in the proposed materials; Kristina seconded
- Questionnaire to be sent out via eblast/listserve.

**7. Committee Reports**

- Education: Ann, Bruce, Shashi, Pete
- All webinars are on track and webinar promotion slide has been incorporated to all webinars. (Shashi)
- Membership: Kristina, Jordan, Darcel, Jennifer
- Followup with Jennifer on the mariners game promotion (Darcel)
- Discussion regarding who has remaining screen cleaners, content for the brochures and swag for the fall conference (Kristina)
- Door prizes for the conference shall be discussed at the June meeting.
- ECC: John, Vitaliy, Jordan, Kari, Amber
- Section website – analytics were posted to slack. (John)
- Gmail account was set up
- Vitaliy will be changing ownership registration on the domain name GoDaddy account. Timeline is to get an extension for a few years.

**8. Opportunity Re: CLE Programming with Revenue Sharing (John)**

- CLE programming with revenue sharing report from John
- Bruce discussed cost of about \$65 per program
- Portal website would be posted to the non-members area.
- Discounted network of CLE programming
- Pete inquired if Perioktos offers any exclusivity
- Discussion around the materials and any advantages and was decided not to pursue any further at this time
- Bruce motioned for not pursuing this opportunity at this time; Shashi seconded, Motion passed unanimously with abstention from Kristina.
- No further action needed on this matter.

**9. Section Leaders Meeting – April 18 at WSBA, 9:30 a.m. to 3:30 p.m.**

**10. New Business**

- May 6, 2019 is the WSBA structure workgroup meeting which will be webcast.
- Suggestion for anyone to attend (Pete was the suggested committee member for the workgroup)
- Elections update – official ballot will go out via eblast

**Next Meeting date: June 11, 2019**

**1:26 pm – Meeting Adjourned**