

MINUTES

April 23, 2018 Executive Committee Meeting—Held by Conference Call

Solo & Small Practice Section

Members Present: Kari Petrasek, Vitaliy Kertchen, Bruce Gardiner, Shashi Vijay,

Liaisons Present: Jordan Couch

Advisors Present: Ann Guinn, John Redenbaugh

WSBA Staff Present: Paris Eriksen, Eleen Trang

(Members Absent: Nancy Parcharzina, Nikhil Bavariya, Loriann Miller, Kristina Larry, Shana Pavithran)

(Liaisons Absent: Gil Price)

(Advisors Absent: Pete Roberts)

Note: Some of those participating during the call were unable to remain on the call for the entire duration.

Duration: The meeting was opened by chair-elect Kari Petrasek at approximately 2:35 pm; the meeting concluded at approximately 3:20 pm.

Overview:

This meeting was convened to provide members of the EC and advisors and liaisons to the EC an opportunity to discuss issues regarding the impending curtailment of the current list serve and the new message board, including next steps in response to the communications that have been expressed about the new message board since its creation and the addition of section members to the message board after beta testing was initiated.

Below please find some highlights from the discussion:

The meeting was described as an opportunity to streamline the discussion that will take place at the May EC meeting.

Kari shared about her communications with BOG member Kim Hunter.

The group discussed their thoughts about the message board situation and where we go from here. For instance, do we keep both the list serve and the message board? Do we scrap the message board?

Vitaliy weighed in with a willingness to keep or scrap the message board but also shared the opinion we can't sustain both tools; Kari indicated agreement.

Bruce indicated a message of support to Vitaliy over the angry communications he has sustained about the message board and later in the meeting Vitaliy was recognized and thanked for his efforts and the many hours he had devoted to the message board project. Vitaliy also indicated his hope for making a firm decision in the not too distant future about the message board's future.

Bruce raised the suggestion to stay the course (end the list serve at the end of May and thereafter offer just the message board).

Ann shared some food for thought: she shared an experience highlighting advice she had been given to let your customers tell you what they want, and that until she paid heed to that advice her gross was low and she did not have a turnaround in her business.

Vitaliy shared that he's had people tell him they like the message board and it was pointed out that only a handful out of 900 members had expressed disdain for the message board. It was also noted there is no way to make everyone happy.

The possibility of offering an olive branch was raised – to stay the course but extend the life of the list serve for an additional 30 days beyond May 31.

Shashi raised the possibility of extending the list serve life for a longer period of overlap—maybe 60-90 days more.

It was noted that a down side of extending the concurrent existence of the list serve and the message board is that it would just prolong the dispute.

John brought up that it seemed that when an initial post is made on the message board one does not get additional email notifications for each response to that initial post; Vitaliy explained that is the case and that there is no way to change to have email notifications automatically sent for each response—to view the responses one needs to go to the message board to view the thread or subscribe to the thread to get notifications.

Kari asked if we know how many have viewed the recorded webinar; it was noted there were 132 views of Vitaliy's thread about the availability of the recording, but we don't know how many have viewed it.

(Editor's note: At least 50 people were registered to watch the webinar live).

The possibility of sending another survey was raised; it was noted that a survey should be treated as a vote.

Jordan indicated there has been talk of a separate list serve. And the existence of a separate Facebook page initiated by an attorney (and that apparently is run as a list serve) was brought into the discussion.

Vitaliy weighed in with the thought if we do a poll, we should treat it as a vote; he also indicated his opinion that people are more likely to share negative sentiments than positive sentiments.

A perception that the WSBA will eventually go to a message board was raised; Paris indicated that that was somewhat accurate and went on to indicate that the Bar is looking at a community engagement tool but that doesn't mean it will be a message board. She indicated that such a tool would not be implemented in the immediate future and that it would not necessarily be a message board.

Before departing the call, Paris shared some additional thoughts/recommendations: she indicated that she thinks the EC has

taken a considerable amount of time looking at the message board concept and decided to move forward; she indicated the thoughts that some members were caught by surprise regarding the message board and that change is hard. She recommended maybe extending the transition period into June.

Kari asked for any other thoughts.

Bruce suggested involving the entire EC in the decision (of what next).

Kari asked if people agree to sending out a message to members in the next day or two acknowledging we hear them and updating them on our efforts to find a workable solution. This was met with consensus support.

Vitaliy will continue to work on testing related to expanding the amount of content that would show up in email notifications for a message board post and testing related to incorporating some sort of subject matter heading into the email notification of a message board post.

Near the conclusion of the meeting Ann noted that Vitaliy deserves thanks for all he has done in support of the message board, noting he has done a yeoman's job. Additional expressions of thanks were made by others on the call.

Also raised was discussion related to a mobile device app for use with the message board; expansion options are available at additional cost (approx. \$200), including the possibility of offering a mobile device app. It was noted that such an app would make access to the message board easier (as distinguished from separate log in to access the message board).

Vitaliy also shared that he had participated in private communications with a member that related to the opinion that the chance of a security breach with the message board is a lot less than the chance of a security breach involving use of the list serve.

The meeting concluded at approximately 3:20 pm.

Respectfully submitted on behalf of Loriann Miller by John Redenbaugh.