

**Business Law Section Pro Bono Committee
Meeting Minutes
Business Law Section Annual Meeting
Boca Raton Resort, Boca Raton, Florida
June 27, 2019 – 8:30-9:30 a.m.**

The meeting was called to order by Marisa Dorough, Committee Chair, at 8:30 a.m.

I. Introductions of all attendees and BLS Fellows

II. Reading of the Mission Statement.

- a. Marisa Dorough, Chair, read the Mission Statement of the Pro Bono Committee:
The mission of the Pro Bono Committee is to Achieve 100% participation in pro bono services by Business Law Section Members and the other attorneys in their firms.

III. Old Business

- a. The Minutes from the Meeting held on January 17, 2019 were unanimously approved.

IV. Ongoing Initiatives and New Business

- a. Promotion and Recognition of Pro Bono Service among BLS
 - i. “Pro Bono Pledge” campaign. A discussion was had concerning the Pro Bono Pledge campaign that was approved by the Pro Bono Committee by email vote prior to the meeting. Volunteers were solicited to introduce the Pro Bono Pledge campaign at the various meetings of the substantive committees. We have 51 members signed up thus far. Discussion of recognition at the retreat and soliciting more participation at the substantive committee meetings and the retreat.
 - ii. The “Embrace a Case” Challenge during last year’s Annual Meeting only resulted in 4 participants. A decision was made to discontinue the embrace a case challenge for the immediate future.
- b. The committee unanimously approved a motion to create 3 subcommittees. To keep the momentum going in between our in-person meetings, each subcommittee should strive to conduct conference calls at least monthly, and provide a monthly report of progress and recommended actions to the committee chairs. To the extent that full committee approval of any proposed action is necessary or desirable, we will vote by email. Because "perfect is the enemy of good," email votes will be limited to "yes" or "no" responses, and we will save collaboration and brainstorming for our in-person meetings.

- I. **Website Subcommittee.** The Pro Bono Committee webpage has not been updated in several years, and much of the content is out of date. This subcommittee will work with our webmaster, Tracey Eller, to update the

content of the committee's page. Our goal is to have the webpage revised and online prior to the Labor Day Retreat. Based upon input from the Committee, the webpage should include the following, as well as any other content the subcommittee determines will assist the committee in achieving its mission of 100% participation in pro bono service by members of the Business Law Section and their firms:

- Prominent (above the fold) Link to "Find a pro bono opportunity near you" page (with links to pro bono listings)
- Prominent (above the fold) Link to Pro Bono Best Practices Guide
- Prominent (above the fold) Link to the "BLS Pro Bono Pledge" page
- Prominent Link to Ashley Moody's power point on qualifying pro bono services

The following attendees volunteered for the Website Subcommittee are:

Amanda Finley, Chair (afinley@sequorlaw.com)
Hon. Mindy Mora (mamora@flsb.uscourts.gov)
Lynn Sherman (lsherman@trenam.com)

- II. **Best Practices Subcommittee.** The Pro Bono Committee's Best Practices Guide for a Firm Pro Bono Policy has not been updated in many years. There have been several material changes to the rules that need to be incorporated in the Best Practices Guide. The following members volunteered to serve on the Best Practices Subcommittee are:

John McDonald, Chair (john.macdonald@akerman.com)
Hon. Laurel M. Isicoff (LMIsicoff@flsb.uscourts.gov)
Zachariah Evangelista (zachariah@ser-associates.com)
Karen Ladis (Kladis@dadelegalaid.com)
Maxine Long (maxinelong43@gmail.com)

- III. **Communications/Recognition Subcommittee.** The committee identified specific objectives for the Communications/Recognition subcommittee:

- Working with the Section's Webmaster and Social Media advisor, Tracey Eller, to provide pro-bono related social media posts during Pro Bono Week (the last week of October) and throughout the entire year.
- Promoting the Pro Bono Pledge program and recognizing participants who complete the pledge. As the Labor Day Retreat is just around the corner, I have taken the liberty as chair to make arrangements for the Committee to have a sponsor table at the retreat.
- Implementing the "Stories of Pro Bono" concept discussed at prior meetings.

The following members volunteered to serve on the Communications/Recognition Subcommittee:

Carlos Sardi, Chair (carlos@sardilaw.com)

Karen Ladis (Kladis@dadelegalaid.org)

Jayne Cassidy (jcassidy@legalservicesmiami.org)

Hon. Cathy McEwen, Advisor (cmcewen@flmb.uscourts.gov)

- c. The committee previously voted to purchase a table at the Florida Bar Foundation Annual Dinner, June 27, 2019, Boca Raton, with tickets to be offered at full and subsidized prices to members of the section. A motion unanimously passed to ask those section members that requested tickets at the table to make a donation to the Florida Bar Foundation in lieu of purchasing their tickets from the committee.

- IV. **Section Leadership Visits the Committee.** The Executive Committee thanked the Pro Bono Committee for the important work of the committee. Mike Chesal, Chair, reminded the committee to keep our webpage current and up to date. Jay Brown, Vice Chair, requested input from the Committee regarding candidates for future section leaders. Each Committee was asked to provide a written report that mirrors the oral report of the Committee provided at Executive Council to assist the secretary of the Section in the preparation of minutes.

- V. **New Business.** Announcement of the next meeting at the Business Law Section Labor Day retreat at the Ritz Carlton in Naples, August 30-September 2.

Ms. Dorough adjourned the meeting at 9:30 a.m.