**Innovation in Law Practice Committee Meeting Minutes**

Date: February 5, 2019

Law and Justice Center

1. Committee members attending:
   1. Greg Hoole
   2. Dave Duncan
   3. J.D. Lauritzen
   4. Curtis Anderson (by phone)
   5. David Clark
   6. Bryan Pack (by phone)
   7. Michelle Oldroyd
   8. Preston Regehr
   9. Lorie Koford

Members Excused

* 1. Heather White
  2. Dickson Burton
  3. Louise Heiny
  4. Shantelle Argyle
  5. Jamie Lund
  6. Naz Scott
  7. John Rees
  8. Mandy Larsen
  9. Mark Pugsley

1. 01-08-2018 minutes approved
2. ABA Tech Show (Heather and Greg) – David Clark and Shantelle will attend the Tech show at the end of the month and provide a report at our next meeting.
3. CLE requirement for technology education. The Bar Commission was in favor of the 2 hour technology CLE requirement; however, they will not present it to the Supreme Court until another rule-change recommendation on which they are working is ready to be presented.
4. Websites and Website numbers (see attachments): (David Clark) To be discussed next month. Matt Page will be invited to the meeting to discuss the numbers.
5. Lighthouse Research Report: Two Focuses for Innovation Committee:
   1. Educate the Bar by contracting with an outside marketing firm or business school to develop a set of packages and products that attorneys may choose to offer
      1. After much discussion, it was agreed that before hiring an outside marketing firm, a steering meeting will be held to find out what the attorneys’ needs and issues are before seeing what the public wants.
         1. Michelle Oldroyd will arrange the meeting
         2. 3-4 Solo/small firm leadership invited
         3. 2-3 Marketing people from the large firms invited
         4. Representatives from sections invited (i.e. Family Law, Estate Planning, Landlord/Tenant, Business/Trademark
         5. Any Innovation Committee member who wants to attend
      2. Work with Licensed Lawyer which is already set up to provide a questionnaire for prospective clients to find an attorney willing to do work on a flat fee sliding scale.
   2. Inviting our local universities to partner with the Bar to analyze the Lighthouse Research data
      1. BYU is already using LawEx for answers to complaints and it’s working really well.
         1. Needs to continue to push out the product
            1. Advise public
            2. Connect with Solo Practitioners
         2. Struggles:
            1. Ongoing maintenance. Once the semester ends, students move on.
            2. Getting people connected with the Law Schools.
            3. What are the next steps? How to expand?
      2. Legal Zoom
   3. Other Issues with Flat fee/sliding scale services/packages:
      1. Cost – can’t have a uniform fee across all attorneys (monopoly laws)
      2. How to let people know about product?
      3. Potential Client must vet the attorney themselves.
      4. Marketing and Social Media Rules for attorneys (Task force is trying to change the rules on this)
      5. Adding LLPs into the mix when they are allowed to practice.
      6. Enhancing image of attorneys
      7. Bridging the gap of what people think attorneys do and what they really do.
6. CLE: (Michelle Oldroyd)
   1. May Symposium – Date decided – May 23, 2019. This will be an all day event, held at the Bar.
   2. Summer Convention – Each Summer convention, Innovation will have at least one breakout session and possibly a key note speaker
   3. Spring Convention– Each Spring convention, Innovation will have at least one breakout session and possibly a key note speaker
   4. Fall Forum Track– Each Fall Forum, Innovation will have a full track of 5 breakout sessions. Date for this year Fall forum is 11/15 at Little America
7. Technology Articles for the Bar Journal – (Heather) Need to have at least 1,500 words. More than 1,500 is just fine
   1. March 22, 2019 – Shantelle Argyle – Practice Handbook
   2. May 17, 2019 – Jamie Lund
   3. Other ideas for articles
      1. Google docs – secure? Meant for lawyers?
8. Next meeting March 5, 2019.
9. Adjourn