

**San Diego County Breastfeeding Coalition  
Strategic Planning Meeting/Retreat Minutes**

Saturday, January 8, 2011; 3-6 pm

**Attendees:** Nancy Wight, Elly Hann, James Murphy, Eyla Boies, Kim Elkins, Courtney White, Tim Johnson, Michelle Sharit, Joanne Drinkwater, Teresa Echegaray, Christine Decker-Hughes, Bertha Goins, Yvonne Vaucher, Lynne Officer, Kathie Peters, Erikka Fogleman.

**Call to Order:** The meeting was called to order at 1510 by Kim Elkins, President.

<b>Topic</b>	<b>Discussion</b>	<b>Action</b>
<b>Introductions</b>	Made around the room	Recognition of current Board Members
<b>Overview of Strategic Planning Process</b>	Kim and Erikka reviewed the process for the meeting	
<b>Mission, Vision &amp; Values</b>	Reviewed and suggestions for updating.	Add "protect" to Mission. Value bullet 4 needs to be reworded-something like: Health professionals, business leaders and policy makers have critical roles in the promotion, protection and support of breastfeeding, and should have education and access to information appropriate to that role."
<b>SWOT Analysis</b>	SWOT (strengths, weaknesses, opportunities, threat) analysis done in 3 small group sessions and presented to entire group.	See appended summary
<b>Small Group Brainstorming</b>	New projects, opportunities, issues brought forward in 3 small groups, then presented to entire group	See appended summary
<b>Review of prior strategic plan</b>	Prior strategic plan reviewed to identify rollover goals, projects	
<b>High Level Organizational Goals</b>	Entire group discussion	
<b>Next Steps</b>	Volunteers for each major project/goal	See summary appended
<b>Adjourn for Social</b>		
<b>Next Coalition Meeting</b>	Thursday, January 13, 2011 at Palomar Medical Center: 6-8 pm. Speaker: Jim Murphy MD, FABM, FAAP. The Breastfeeding "Body Shop"	
<b>Next Board Meeting</b>	Feb 3, 2011; 4:30-6PM	

Meeting Adjourned at 1810. Respectfully Submitted, Nancy Wight, Secretary/Treasurer

