

**San Diego County Breastfeeding Coalition**  
**Board Meeting Minutes**  
 Thursday, MARCH, 2018

**Attendees:** Kim Speckhahn, Nancy Wight, Rose deVigne-Jackiewicz, Wight, Nancy Saavedra, Jamie Felice, Christina Pruess, Megan

**Call to Order:** The meeting was called to order at 5:08 PM and chaired by Kim Speckhahn

Topic	Discussion	Action
<b>Previous Meeting Minutes</b>	<ul style="list-style-type: none"> <li>• February minutes approved by email vote of Board members</li> </ul>	<ul style="list-style-type: none"> <li>➤ Approved as written</li> </ul>
<b>Welcome &amp; Introductions Board Members Guests</b>	<ul style="list-style-type: none"> <li>• Sign-in, review agenda &amp; timekeeping</li> <li>• Apologies: Michelle, Kelly, Shana, Naomi, Kelly, Jim, Debbie,</li> </ul>	<ul style="list-style-type: none"> <li>➤ Approved as written</li> </ul>
<b>Treasurer's Report</b>  <b>BREAST Rest Haven GRANT update</b>	<ul style="list-style-type: none"> <li>▪ Bank Balance 3/15/18:</li> <li>▪ Balance 1/6/18: \$43,493.47</li> <li>▪ (Resthaven Grant = \$15,825.00)</li> <li>▪ (VW Memorial Scholarship = \$6,045.00)</li> <li>• (General Operating Fund = \$21,623.47)</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>James R. Scoffin, CPA, MST</b> will do taxes for this year pro bono</li> <li>➤ <b>LeAnn</b> will provide Kim S 2017 year-end accounting prior to March 5 meeting with James</li> <li>➤ <b>Heidi (2016 Rest Haven Grant)</b> to <b>CALSAFE (3)</b>, Door of Hope (1), Kiva (2), <b>First 5, First Steps (5), Nurse Family Partnership (5), Medela Symphonies to Sharp Grossmont, Sharp CV, TCMC</b> <ul style="list-style-type: none"> <li>➤ <b>Debbie (2017 Rest Haven Grant)</b> There are several responses from the County Regional Public Health Centers requesting 2 breast pumps for the following sites for the NFP and MCAH home visitation programs:               <ul style="list-style-type: none"> <li>• South Region Public Health Center (one for each NFP and MCAH programs)</li> <li>• Central Region Public Health Center (one for each NFP and MCAH programs)</li> <li>• North Coastal Public Health Region (2 for MCAH programs).</li> <li>• Order 60 (20 ea/box) boxes of Hygeia pump kits</li> </ul> </li> </ul> </li> </ul>
<b>Recap March 10 Mini-Seminar</b>	<ul style="list-style-type: none"> <li>• Speaker &amp; Topic</li> <li>• Venue, Food &amp; Drink               <ul style="list-style-type: none"> <li>○ Beautiful venue, difficult parking</li> </ul> </li> <li>• Attendance &amp; Revenue               <ul style="list-style-type: none"> <li>○ 47 total attendance</li> </ul> </li> <li>• Recording &amp; Social Media               <ul style="list-style-type: none"> <li>○ Michelle was live tweeting</li> <li>○ Kelly is working on the presentation</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Kim, Patty &amp; Nancy</b> will submit their receipts to LeAnn &amp; Heidi for reimbursement</li> </ul>
<b>Executive Director Report</b>	<ul style="list-style-type: none"> <li>• Website and Scholarship updates               <ul style="list-style-type: none"> <li>○ Leonard of NPG Group currently reconstructing home page to be more user-friendly</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>ALL</b> please try to access the online folder ASAP and please communicate with <b>Heidi</b> if you have any trouble accessing.</li> <li>➤ <b>Heidi</b> will host SDCBC booths at both the Miracle Babies 5K May 6 and Midwifery Conference Exhibitor May 11</li> </ul>

	<ul style="list-style-type: none"> <li>○ We set-up monthly payment plan in February--\$150/month=5 hours website work</li> <li>• Google G-Suite access to SDCBC files <ul style="list-style-type: none"> <li>○ It appears all member emails have access to online SDCBC files in GSuite; some emails may not work unless they are Gmail addresses or everyone needs to activate and access via your personal Gmail email or your new breastfeeding.org email address</li> </ul> </li> <li>• Agents of Change recap <ul style="list-style-type: none"> <li>○ Impressive seminar; top notch speakers; recommend to all</li> </ul> </li> <li>• Miracle Babies 5K Exhibitor May 6</li> <li>• Midwifery Conference Exhibitor May 11</li> </ul>	<ul style="list-style-type: none"> <li>➤ Heidi will provide a written summary of the “Collective Impact” presentation</li> </ul>
<b>San Diego Breastfeeding Roundtable</b>	<ul style="list-style-type: none"> <li>• Summary of planning session #2</li> <li>• Immediate goals &amp; next steps</li> <li>• Proposal to add “research” into SDCBC mission, vision and goal statements (in addition to education, outreach and advocacy)</li> <li>• Shana asks that SDCBC help draft survey question: “What populations are served?”, “Who do they partner with?”</li> <li>• What outcomes are we hoping for?</li> <li>• Naomi suggests that we have subgroup to focus on climate change and breastfeeding <ul style="list-style-type: none"> <li>○ We could share the information with City Planners</li> </ul> </li> <li>• Naomi suggests subgroup on branding</li> </ul>	<ul style="list-style-type: none"> <li>➤ Heidi will revise our Mission Statement to include research and update</li> <li>➤ Nancy WMD will compile all data with epidemiologist</li> <li>➤ Nancy WMD will amend the Strategic Plan to include research</li> <li>➤ Heidi will reach out to Ad Council for some marketing strategies</li> </ul>
<b>Committee Breakout Sessions</b>	<ul style="list-style-type: none"> <li>• Asks from President &amp; Executive Director</li> <li>• Continued prioritization and planning from SP</li> </ul>	<ul style="list-style-type: none"> <li>➤ Be mindful of opportunities for capturing stories and collecting data in committee work</li> <li>➤ Look through the lens of inclusion, equity and diversity</li> <li>➤ Set personal and professional growth goals in your committee work so that each member is benefiting from volunteer work</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• May Mini-Seminar &amp; Social Networking Hour: Saturday, May 19</li> <li>• Topic &amp; Speaker &amp; Venue: “Breastfeeding &amp; the Law” by Mendy Mattingly and the Legal Aid from CBC Summit</li> <li>• Asks:</li> <li>• Consider time change 9:00 AM – 1 PM?</li> <li>• Session of Advocacy 101: How to Advocate in Your Community (calling/meeting local/state</li> </ul>	<ul style="list-style-type: none"> <li>➤ Nancy WMD will handle folders, materials, PPTs, evaluations</li> <li>➤ ALL please go to BreastfeedLA website and review the Advocacy Toolkit</li> <li>➤ Nancy WMD will contact the Speaker from CBC Summit from Legal Aid and perhaps we can</li> <li>➤ Heidi will start advertising Nils Bergman seminar to all midwife groups, families,</li> <li>➤ Heidi will market the Law &amp; Breastfeeding to SHRM</li> </ul>

	<ul style="list-style-type: none"> <li>representatives, California Breastfeeding Action Network CBFAN, Nursing in Public Task Force)</li> <li>• Updated BF &amp; LAW cards?</li> <li>• <b>Nancy secured Nils Bergman for July 28 seminar and make it a community event (Scrap the August 4 WBW seminar)</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Heidi</b> will announce VW scholarship and Kaiser UCSD IBCLC scholarship</li> <li>➤ <b>Heidi and Nancy WMD</b> will work on updating and ordering more law cards prior to May mini-seminar</li> </ul>
<b>Outreach</b>	<ul style="list-style-type: none"> <li>• <b>Shana</b> is Chairperson</li> <li>• Ask:</li> <li>• Propose language to add to Mission Statement, Objectives and Goals around Research to incorporate goals of Roundtable</li> <li>• Perhaps change the name of “SD Breastfeeding Roundtable”</li> </ul>	<ul style="list-style-type: none"> <li>➤ No committee meeting tonight</li> </ul>
<b>Advocacy</b>	<ul style="list-style-type: none"> <li>• <b>Kim S</b> is Chairperson</li> <li>• Asks:</li> <li>• Propose Guidelines for “Breastfeeding Friendly Childcare” award to submit to board for approval</li> <li>• Suggest nominating previous workplace winners for CBC Mother-Baby Friendly Workplace Awards</li> <li>• We will recognize one in-home and center-based</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Kim S</b> will participate in CBC BFAN (BF Action Network) to learn more about advocating for legislation, policy/system/environmental change</li> <li>➤ <b>All adopted Kim S proposal for criteria</b> for Breastfeeding-Friendly Childcare Award criterion for center- and home-based childcare providers using BFSD Childcare Building Blocks and <b>Heidi</b> will launch April 1</li> <li>➤ Suggest Advocacy 101 component in BF &amp; the Law mini-seminar in May</li> </ul>
<b>Fundraising</b>	<ul style="list-style-type: none"> <li>• LIQUID GOLD GALA Planning <ul style="list-style-type: none"> <li>○ We have secured a female auctioneer; highly recommended by Clint Black</li> <li>○ When</li> </ul> </li> <li>• Clint Black Auction Activity:</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Heidi</b> will create a google sheet with alphabet of auction items</li> </ul>
<b>Membership</b>	<ul style="list-style-type: none"> <li>• <b>Nancy S</b> will serve as Chair</li> <li>• SD Roundtable partners agreed to become SDCBC members</li> <li>• Asks:</li> <li>• Summary of SDCBC history for Roundtable (provide UCSD CCH intern info for write-up?)</li> <li>• Activate breastfeeding.org e-mail for each new organization/individual member (Heidi)</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Nancy WMD</b> will update the SDCBC history and forward to <b>Shana</b> to have an intern write it up</li> </ul>
<b>Media &amp; Marketing</b>	<ul style="list-style-type: none"> <li>• <b>Heidi</b> will serve as Chair</li> <li>• Asks:</li> <li>• Getting March Mini-Seminar on website</li> <li>• Follow Up on Twitter &amp; Facebook</li> <li>• Plan for Instagram demo in April</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>Heidi</b> will ask Ruth’s daughter if she is interested in some intern</li> <li>➤ <b>Heidi</b> will post Workplace Award nominations on Facebook and ask To-wen to write a blog for newsletter</li> <li>➤ <b>Kelly, Heidi &amp; Michelle</b> will work with <b>Leonard</b> to get March mini-seminar up on website</li> </ul>
<b>Committee Reports &amp; Asks</b>	<ul style="list-style-type: none"> <li>• Education:</li> <li>• Outreach:</li> <li>• Advocacy:</li> <li>• Fundraising:</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>ALL</b> report to Heidi ASAP updates for board on your committee work for these minutes</li> </ul>

	<ul style="list-style-type: none"> <li>• Membership:</li> <li>• Marketing &amp; Media:</li> </ul>	
<b>Closing</b>	<ul style="list-style-type: none"> <li>▪ Board Meeting adjourned at 7:00 PM</li> </ul>	➤
<p><b>Next Board Meeting:</b>                      <b>Date:</b>      Thursday, April 12      5 – 7 PM  <b>Location:</b>      Rosecrans, 3851 Rosecrans, San Diego, CA</p> <p><b>Next Mini-Seminar:</b>                      <b>Breastfeeding and the Law (Social Networking Hour)</b>  <b>Date:</b>              Saturday, May 19  <b>Location:</b>      Venue with Outdoor overflow</p>		

Meeting Adjourned at 7:40 PM. Respectfully Submitted, Heidi Burke-Pevney, SDCBC Project Coordinator

*Heidi Burke-Pevney, IBCLC*