San Diego County Breastfeeding Coalition  
Board Meeting Minutes  
Thursday, October 18, 2018

Attendees: [2018 Board members: Kim Speckhahn, Nancy Saavedra, Jim Murphy, Kim Elkins, Michelle Lee, Ruth Pletcher, Angeles Nelson, Jessica Spevak Barbosa, Nancy Wight, Rose deVigne-Jackiewicz, Patty Usher, Jamie Felice]; [Non-Voting Advisory: Shana Wright Bruno]; [Other: Lisa Bandong, Abigail Barbosa]

Regrets: [2018 Board members: LeAnn Rytz, Kelly Le, Nancy White, Christine Decker-Hughes, Nicole Trottier, Yvonne Vaucher, Eyla Boies]; [Non-Voting Advisory: Tara Hanson-Timpson, Naomi Billups, Debbie Pasamonte]; [Other: Heidi Burke-Pevney, To-Wen Tseng]

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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Objectives</th>
<th>Discussion/Action</th>
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<tbody>
<tr>
<td>Welcome &amp; Introductions</td>
<td>- Please sign-in and update contact information</td>
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<td>- Review the agenda and timekeeping for today’s meeting</td>
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<td>- Introduce Abigail Carandang, DN, Administrative Coordinator</td>
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<td>Board Member Elections</td>
<td>- Board Members introduce yourself and state your intent for board position for 2019</td>
<td>➢ Confirm with LeAnn--continue as treasurer?</td>
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<td>- Inactive Board Members (remove from roster) are:</td>
<td>➢ Jamie Felice, Patty Usher, Rose, Nancy WMD or WMD? step down to non-voting</td>
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<td>Tara Hanson-Timson, Barbara Dodson, Christine Decker-Hughes, Lisa Hammond (per request)</td>
<td>➢ Christine confirmed active; Tara, Barbara, Lisa volunteers</td>
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<td>- Advisory Board Members are Naomi Billups, Shana Wright-Bruno, Debbie Pasamonte, Eyla Boies, Yvonne Vaucher</td>
<td>➢ Nancy WMD motion to adjust bylaws to max 15</td>
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<td>- Cap number or Board Members at 16? 18?</td>
<td>➢ Opening for 2 active board members</td>
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<td>(Yasmine Alsayegh is interested; possibly Meghan Meitus, too.)</td>
<td>➢ Send out elections to membership via SurveyMonkey</td>
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<td>o VP, Secretary, 2 board positions</td>
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<td>➢ Nancy WMD send Abi SurveyMonkey login info</td>
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<td>➢ ALL update your personal information on board roster and put asterisk by your preferred e-mail for board business</td>
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| **Using Google Meets** | - Using Gmail (your [name@breastfeeding.org](mailto:name@breastfeeding.org))  
- Finding your Drive, Team Drives, Docs, Calendar  
- Basic Navigation of Google Meets in G-Suite |
|------------------------|------------------------------------------------------------------------------------------------------------------|
| **Treasurer’s Report** | - Bank Balance 10/12/18:  
- LG Balance Sheet (Heidi) |
| **Liquid Gold Debrief** | - Positive Comments  
- Negative Comments  
- Things to Remember for 2019  
- Social Media & Press Releases (KUSI, KPBS, San Diego Magazine, website & e-newsletter)  
- Follow Up |
| **Rest Haven BREEAST Grant** | - EBPs & Kits Deliveries completed & pending  
- Resource Guides  
- Photos and Bi-annual Updates  
- Requests & Suggestions  
- 2019/2020 Grant Application |
| **Website** | - WordPress Revision |

- Nominations due through November 7th  
- Elections on November 8th

- Move to next meeting so we are all together  
- Abi send tutorial prior to meeting  
- **Everyone** send any G-Suite related questions to Abi

- Helpers took AmEx, don’t know if bank will reject  
- Bags = $290  
- $7,858.01 auction item total  
- $2,375 live auction alone  
- $9,696 expenses  
- ~$10,000 net ($2,000 VW)  
- **Nancy WMD/LeAnn/Heidi** confirm above numbers and update final amount raised  
- **LeAnn** update bank balance as of 10/12/18

- Kim S contact Anna and book for next year (ask to incorporate improv)  
- **Nancy WMD** book SWYC 9/14/19  
- Kim S book You & I next year  
- **Nancy S** to connect with Meghan  
  o Post event press release with 2-3 photos

- Kim S delivered North Inland 2 Hygeias  
- Kim E delivered 5 Hygeias and kits to SANDAPP  
- Nancy WMD unable to deliver pumps  
- Jamie 2 pumps to south, 2 to central? Check with Debbie  
- **Everyone** send photos and quotes to Nancy WMD for report  
- **Kim S** to ask for projected/estimated #’s reached for pumps that were just delivered for report  
- Add storage bags to new grant application?  
- Kim S has 2 multi-use pumps that need a home  
  o Reserved for emergencies

- Create own committee
| - Fresh Start
- Budget for developer/consultant | ➢ Send RFP?
➢ Set a meeting about website
   o Nancy WMD send Abi available dates
   o Abi send google invite to board once date is set for those interested in attending
➢ Willing to pay for consult w/ Ted |
|-----------------|--------------------------|
| **Resource Guide** | ➢ Other avenues to get resource guide?
   o Print less than usual
➢ Revisit format
➢ Finalize by December 2018
➢ Abi and Heidi connect about resource guide process |
| - Decide if Resource Guide spans 2019/2020 or launch new entries in October ready to publish in January (behind the curve) | ➢ 3-4 years sending out on the 1st and 15th
➢ Theme clear at top
➢ Abi take over from Nancy S starting Nov 1st issue |
| **e-Newsletter** | ➢ Each committee chooses chairperson and determines workplan
➢ Expect some in-person worktime at board meetings
➢ Plan to connect or communicate between meetings via e-mails and/or google hangouts meet
➢ Chairperson consider creating committee folder on team drive for collaboration
➢ Present updates, ask for feedback from board |
| - Biweekly at beginning and mid-month or 2nd/4th Wednesday
- Coordinate themes with monthly advocacy/awareness campaigns from CBC/USBC/ILCA or CDC/AAP/USDA | ➢ Nancy WMD and Michelle as new chairpersons
➢ Nancy WMD to train new co-chairs on how to gets CMEs, necessary reports
➢ February/March
➢ Everyone to send topic suggestions
➢ Nancy WMD send out history of old topics, reach out to Sharp |
| **Committees Structure and Planning for Work time In Nov/Dec** | ➢ Ruth will talk to Mother’s Milk App about SDCBC
➢ Kim E to attend Healthcare Domain meeting tomorrow—will have more information
➢ SDBFC--Managed care for UCSD |
| - Review and/or re-categorize/add/delete suggested objectives tonight
- Prioritize end of year deliverables in November
- Pre-Strategic Planning for 2019 in December
- Confirm or nominate Chairperson and members
- Think about structure of committee/nmode & frequency of communication/work plans | ➢ Nancy WMD
➢ Nancy WMD to train new co-chairs on how to gets CMEs, necessary reports
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➢ Everyone to send topic suggestions
➢ Nancy WMD send out history of old topics, reach out to Sharp |
| **Education** | ➢ Nancy WMD and Michelle as new chairpersons
➢ Nancy WMD to train new co-chairs on how to gets CMEs, necessary reports
➢ February/March
➢ Everyone to send topic suggestions
➢ Nancy WMD send out history of old topics, reach out to Sharp |
| Programming Topics & Speakers for 2019
1) Late Winter “Breastfeeding and the Law” & “Advocacy 101”
2) Late Spring Education and/or Social Networking?
3) August Grand Rounds & WBW Seminar and GBLO
4) Holiday Education and/or Social Networking? | ➢ Ruth will talk to Mother’s Milk App about SDCBC
➢ Kim E to attend Healthcare Domain meeting tomorrow—will have more information
➢ SDBFC--Managed care for UCSD |
| **Outreach** | ➢ Ruth will talk to Mother’s Milk App about SDCBC
➢ Kim E to attend Healthcare Domain meeting tomorrow—will have more information
➢ SDBFC--Managed care for UCSD |
| **Advocacy** | LIAISON NEEDED for legislative support  
- CBC Breastfeeding Action Network (BAN) meetings  
- SDBFC Nursing in Public Task Force  
- Public Libraries, Pools, Movie Theaters, Churches, Shopping Malls, Parks, Grocery Stores, etc.  

**Social Media**  
- Press Releases and Blogs  
- Budget for marketing/public relations  
- Support for all events/partners related to Education, Outreach, Advocacy, Membership and Fundraising  

**Fundraising & Development**  
- MobileCause Fundraising toolkit?  
- Network for Good?  
- Scouting for grants/learning to write requests for operational funds  
- Seeking county and private funding  
- Program development  
- Strategic Planning (2 year; 5 year; 10 year)  

**Membership**  
- Launch Membership Drive November  
- Confirm benefits/categories/pricing  

**New Business**  
Intern and/or Volunteer Coordinator needed (both UCSD BFSD and CSUSM interested)?  

**Closing**  
Review Action Items and Announcements  

- Jamie, Kim S, Abi to attend BSBC Expo on behalf of SDCBC and present about BF  
  - Kim S to bring tabling materials  
  - Abi to reach out to Heidi about any tabling material she may still have  
  - Kim S and Abi to meet PHNs and see cube/consider volunteer access at Escondido Live Well Center  
- Lisa Bandong interested in working as a volunteer in committee  
- Jessica interested in joining committee  
- Kim S interested in chairperson and will serve as BAN representative with CBC  
- Work with Meghan to plan press releases for 2019  
- Jessica interested in joining committee  
- Lisa shared about MPH graduate student internships  
  - Need MPH or MD supervisors  
  - Looking at this committee for interns  
- Abi add agenda as google doc for members to edit  
- Adjourned 7:00 PM
<table>
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<tr>
<th>Meeting Type</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
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<tr>
<td>November Board Meeting:</td>
<td>Thursday, November 8, 2018</td>
<td>5 – 7 p.m.</td>
<td>AAP at 3160 Camino del Rio South, Suite 101, San Diego, CA 92108</td>
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<td>December Board Meeting:</td>
<td>Thursday, December 13, 2018</td>
<td>5 - 7 p.m.</td>
<td>HHSA Health Services Complex – Harbor Room 3851 Rosecrans Ave., San Diego, CA 92108</td>
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<td>January Strategic Planning Meeting:</td>
<td>Saturday, January 5, 2019</td>
<td>12 noon – 4 p.m.</td>
<td>Nancy Wight’s House</td>
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