

San Diego County Breastfeeding Coalition

Board Meeting Minutes

Thursday, November 8, 2018

Attendees: [Board] Kim Speckhahn, Nancy Saavedra, James Murphy, Nancy Wight, LeAnn Rytz, Kim Elkins, Michelle Lee, Ruth Pletcher, Nancy White, Angeles Nelson, Nicole Trottier; [Guests] Kellie Hunziker, Vanessa Quiroz, Yasmine Alsayegh, Rosanne Berger, Christina Pruess, Maureen Fioros

Call to Order: Meeting called to order at 5:00 PM by Kim Speckhahn

Topic	Discussion	Action
Previous Meeting Minutes	-October minutes approved by Kim Speckhahn	➤ Approved as written
Welcome & Introductions	-Please sign-in and update contact information -Review the agenda and timekeeping for today's meeting -Roundtable introductions -Apologies: Rose deVigne-Jackiewicz, Kelly Le, Barbara Dodson, Jamie Felice, Patty Usher, Lisa Hammond	➤ Guests: Yasmine (Teacher at UCSD Early Childhood Education Center), Vanessa (UCSD LC student and faculty at CSUSM, interested in participating in SDCBC and bringing BF education at CSUSM's Health Nurse Practitioner students), Christina (UCSD LC student, RN, pediatric surgery), Meredith (recent grad, career in women's health, Hearts & Hands doula program), Roseann (UCSD LC student)
G-Suite Tutorial	-Review how to use Gmail and Google Hangouts	➤ Nicole not receiving emails ➤ Abi reset Ruth and Nancy White passwords
Board Member Elections Nominations	-Review Board History/Current Roster -15 Voting Members -Intent for VP Nicole Trottier -Secretary vacant -2 open positions -Accept nominations through 11/30/18 -Survey Monkey vote to membership 12/3 to 12/15 -Names of those whose 2-year term is up will need to be placed on ballot per Heidi	➤ Vacancies: VP, Secretary, 3 general board positions ➤ Jessica Spevak stepping down from Board role ➤ 2 current nominations ➤ LeAnn, Kim E, Nancy WRN, Jim, Ruth, Michelle, Kelly <ul style="list-style-type: none"> ○ 2-year term up ○ Send short 3-4 sentence bio and 2-3 sentence answer stating your intent for continuing as a board member to Abi before 11/30/18
Treasurer's Report	-Bank Balance 11/8/18: \$48,751.94 -LG Balance Sheet	➤ Ticket sales: \$19,925 ➤ Donations+others: \$15,000 ➤ Net: \$13,000-14,000

		<ul style="list-style-type: none"> ➤ Taxes complete, pro bono
<p>Liquid Gold 9/14/19</p>	<p>-You and I Duo/Anna Couvrette confirmed -SWYC on hold, need to submit letter request -Post Event Press Release to KUSI -Email created for central access liquidgold@breastfeeding.org Password: SdCbC123! <ul style="list-style-type: none"> ● Can put as contact email when submitting any forms related to LG (i.e. donations, marketing) -Co-chair vacancy with Abigail</p>	<ul style="list-style-type: none"> ➤ Nancy WMD will write letter request to SWYC ➤ Database of where to send press releases ➤ Discrepancy in mailing list <ul style="list-style-type: none"> ○ Abi ask Heidi for the list ➤ LeAnn interested in helping with check in/out, buying/purchasing of auction items ➤ Get card reader; work out a better system <ul style="list-style-type: none"> ○ Investigate ways to get cc payments ○ Last year, rented a card reader ➤ Amex was accepted, ended up taking it but paid more processing fees ➤ LeAnn pay bill to SWYC yet ➤ Work on slideshow throughout year
<p>Rest Haven Grant BREEAST</p>	<p>-2017-18 Final Report completed -New request from TJ Hospital Ameda Kits -2 Hygeia Enjoye Deluxe EBPs & Kits -Resource Guides, Photos and Bi-Annual Updates due February/September 2019 -2019-20 Grant Application to include milk storage bags</p>	<ul style="list-style-type: none"> ➤ \$885 leftover ➤ Nancy WMD willing to write grant for 2019-2020 <ul style="list-style-type: none"> ○ App comes out middle of March, due May 1st ○ Add hand pumps? ➤ Abi to connect with Heidi to get inventory of what we have in storage (kits, pumps, etc) ➤ Been giving multi-user pumps not knowing it was multi-user ➤ Kim E to email WIC BF coordinator about 3 leftover pumps ➤ 1 year warranty for lifetime of pump ➤ Kim S has 2 deluxe pumps left <ul style="list-style-type: none"> ○ Give to mother-to-mother support orgs? ○ Need to be saved as emergency ➤ Ideate other funding options ➤ Need more thorough list of where all pumps went <ul style="list-style-type: none"> ○ Kim S to give more metrics = more funding ○ Personal stories

<p>Website</p>	<p>-Meeting at Nancy Wight's -Friday, Nov. 9th 10AM-12PM Join Hangouts Meet meet.google.com/hpc-fih-rwvq Join by phone +1 669-232-0067 PIN: 234 276 299# -WordPress Revision or Fresh Start -Budget for developer/consultant -Bring your ideas to meeting on Friday (i.e. research website inspirations)</p>	<ul style="list-style-type: none"> ➤ Feedback: not very user friendly, didn't correlate with mobile device, hard to find info about meetings ➤ Nancy WMD transfer payments for 1-800 # to coalition ➤ New logo contest? ➤ 1995 = copyright for logo, org founded in 1994
<p>Resource Guide & Membership</p>	<p>-Confirmation of 2019 Resource Guide sponsors -Deadline for submissions/updates/payment: 12/15/18 -Send to Maria for translation 12/20/18 -Submit order to alphagraphics 1/2/19 -Goal distribution date 1/5/19 -2019 drive in progress; will send out letter 11/9 -BFLA model -Review categories/benefits/pricing</p>	<ul style="list-style-type: none"> ➤ Add Liquid Gold to 2019 RG ➤ Reassess format ➤ 11x14, folded twice, double sided ➤ Get estimates for other options ➤ Print about 3,000 english; 1,500 spanish ➤ Charge by lines for 2020 RG
<p>e-Newsletter</p>	<p>-Feedback on new template -A/B Testing -Survey results: <ul style="list-style-type: none"> ● Private Practice IBCLC (0) ● Physician (1) ● RN or PHN (1) ● RDN (2) ● Health Educator (2) ● Childcare Provider (2) ● Other (2) ● BF mom (1) -Next Issue: 11/15 BF News & Views in the Community -- submit content to Abi</p>	<ul style="list-style-type: none"> ➤ Feedback: more personal ➤ More feel-good pictures ➤ SDBFC, PHA picture inspirations ➤ Kim E Baby behavior training as WIC RBL willing to train Providers
<p>Conversation Take-Aways</p>	<p>-Find Niche Gap to fill in SD -Funding Sources & Sustainability</p>	<ul style="list-style-type: none"> ➤ Ideas: <ul style="list-style-type: none"> ○ BF friendly community libraries

Arisa Palmer, ED BreastfeedLA	<ul style="list-style-type: none"> ● Membership ● Education & Sponsorships ● Monthly Donors ● Birth and Beyond Train the Trainer ● TA Mock Survey BFHI/RBL <p>-Education Programming Partnership</p>	<ul style="list-style-type: none"> ○ Partner with BreastfeedLA for larger event ○ Tri City interested in sponsoring TTT <ul style="list-style-type: none"> ➤ Rolling basis membership ➤ Remove Resource Guide from Sponsor-level
Committee Discussion	<p>- Strategic Plan 2019</p> <p>- 2018 Groups & Chairpersons</p> <ol style="list-style-type: none"> 1. Education -- Nancy WMD 2. Media & Marketing -- No Chairperson 3. Outreach -- Shana 4. Advocacy -- No Chairperson 5. Membership -- Nancy S 6. Fundraising -- No Chairperson <p>- Same committee groups or remove/add?</p> <p>- Create Folder on Team Share Drive</p>	<ul style="list-style-type: none"> ➤ Liquid Gold committee ➤ Grants & evaluation committee ➤ Nancy WMD education chair for now ➤ Volunteer committee ➤ Connect with 211
Education	<p>Programing Topics & Speakers for 2019</p> <ol style="list-style-type: none"> 1) February “Breastfeeding and the Law” & “Advocacy 101” 2) Late Spring Education & Social Networking 3) August WBW 4) Holiday Education & Social Networking 	<ul style="list-style-type: none"> ➤ Cancel CMEs? Find other ways to get CEUs ➤ Get online ➤ Sponsors complicate CMEs
Outreach	<ol style="list-style-type: none"> 1) BF Task Force 2) BFSD SOW 3) COI Healthcare Domain 4) San Diego Libraries Initiative / WebEX Training on BF Laws & BF-Friendly Library 5) Partner Support (ie. PHA, SDBFC, UCSD MothersMilk App, MoMICORe, SD Midwives, Nurturely, Best Start Birth Center, etc.) 6) Pursue HHS Live Well SDCBC Volunteer Clearance & Cubicle at North Coastal and Rosecrans 	<ul style="list-style-type: none"> ➤ In December, will meet with Shana about UCSD SOW ➤ Reach out to students about video for libraries <ul style="list-style-type: none"> ○ For logo??? ○ Anita Lopez willing to provide funds
Advocacy	<p>-Lisa Bandong volunteer as liaison for legislative support</p> <p>-CBC Breastfeeding Action Network (BAN) meetings</p> <p>-SDBFC Nursing in Public Task Force (libraries, pools)</p>	<ul style="list-style-type: none"> ➤ Breastfeeding in public video <ul style="list-style-type: none"> ○ More towards educational than satirical

