

San Diego County Breastfeeding Coalition
Board Meeting Minutes
January 10, 2019 5:00-7:00 PM

AAP Office, 3160 Camino Del Rio South, Suite 101
San Diego, CA 92108

Attendance: Kim Elkins, Ruth Pletcher, Nancy Wight, Seth Pransky, Jim Murphy, Nancy White, Michelle Lee, Yasmine Alsayegh, Sagen Jackson, Abigail Carandang, Nancy Saavedra. *Via Google Hangouts:* Nicole Trottier, Kim Speckhahn.

Regrets: LeAnn Rytz, Angeles Nelson

Meeting called to order at 5:04 PM by Nancy Saavedra

Topic	Discussion	Action
Welcome & Introductions	<ul style="list-style-type: none"> - Approval of December 2019 minutes - Confirm contact information on Board Roster. Abi will distribute updated Board Roster, also on Google Drive. 	
Strategic Planning Meeting Recap	<ul style="list-style-type: none"> - Review 2019 Strategic Retreat highlights - Committee Chairs & Members - Board Meeting Structure & Breakout time 	<ul style="list-style-type: none"> - For board members who did not attend retreat: See Committee Descriptions handout for details and let Abigail or Nancy S know which committee they are joining. Will also need to review and sign Board Member Agreement.
Admin Coordinator Report	<ul style="list-style-type: none"> - 2019 Resource Guide Update: formatting is almost complete, need edits for first page, Ruth will send to Abi tonight. Need to determine how many copies to order (previously ordered 3,000 English and 1,500 Spanish) - Online Payment Providers: Abigail presented 3 different providers. (SDCBC currently using only Authorized.Net). Board discussed continuing to use Authorized.Net on website, add option of Paypal button, finding option for card reader to use at events, research if US Bank fees will apply when using these. - Newsletter: any updates/announcements to include: ABM Rebuttal in editorial on Baby-Friendly initiative; Jan 19 Nurturely workshop - Committee emails: Abigail created Gmail accounts for each committee, can use to communicate and work details with its 	<ul style="list-style-type: none"> - Abigail will ask for prices for 2,000, 2,500, 3000 English copies - Abigail will research card readers and consumer ratings (Paypal, Square) for next meeting. - Please send any relevant announcements/items for newsletter to Abigail. Nancy WMD will send ABM editorial details to Abigail.

	<p>members. Community can also reach out to individual committees for inquiries.</p> <ul style="list-style-type: none"> - Volunteers: increasing inquiries about ways to volunteer for SDCBC, will start to forward to appropriate committee based on interests 	
Committee Breakout Sessions	<ul style="list-style-type: none"> - Asks from President & Admin Coordinator: <ul style="list-style-type: none"> o Continuation of strategic planning for each committee, including setting up dates for their events, what kind of support they will need from Board and other committees o If committee can anticipate, what kinds of tasks/projects are available to assign interested volunteers as they come up 	
Committee Report Outs	<p>EDUCATION:</p> <ul style="list-style-type: none"> - Mini-Seminar 3/16/19: <i>Breastfeeding and the Law: A Right, Not a Privilege.</i> <ul style="list-style-type: none"> o Topics include breastfeeding in public, schools, TSA experiences/issues, Human Resources. Include stories from families, contact Robin, mom from jury duty, library, Mendy, HR lawyer, Qualcomm HR person. o UCSD Hilcrest room reserved, fit 250 people o Abigail will do registrations and logistics o Possibility of recording seminar for future website post, need speaker's consent, have form ready. o Possibility of giveaway (Hale Books) or "opportunity drawing" o Post flyer to schools of nursing, law schools, LCs, clinics, community; need to determine rate, if offering a group or early-bird rate, etc. Need to find a rate that is a good cost-benefit for interested attendees (not too expensive if a bf mom wants to go) - NEEDS: volunteers for purchasing food, set-up, AV equipment set-up, social media posts <p>ADVOCACY:</p> <ul style="list-style-type: none"> - Kim S submitted nominations for CBC Breastfeeding Summit awards. - Kim S wrote a revised letter of commitment per Nicole's request to Anita to continue with development of work plan for BF-Friendly Library Project. Waiting for Anita from Lemon Grove to send 	<ul style="list-style-type: none"> - Education committee will determine possible giveaway for event, rates (student, professional, community member, etc.). Confirm guest speakers for event. - Social Media committee will begin posting Save the Date on FB and Instagram. Can also assist Michelle with flyer/brochure to have ready to distribute asap. - Volunteers/Board members needed to help set-up on the day of, purchase food

	<p>template to start formal business plan that they are requesting.</p> <ul style="list-style-type: none"> - 2019 scholarships: Vicki Wolfrum of \$1000 with option of hybrid/online, family will offer 2-3 this year depending on applicants. SDCBC will continue to serve as part of selection committee. SDCBC may or may not offer LC scholarship, will depend on applicant pool. CLE scholarship will be offered, will check with UCSD extension if they will still cover portion of scholarship. Plan for April and June classes, start announcing scholarship application soon; Committee will discuss ways to revise scholarship, ensure recipients are serving community with scholarship - Breastpumps delivery to TJ Public Hospital NICU will be coordinated by Kim S. Would like media coverage or post pictures to share 	<p>criteria/asks of recipients.</p> <ul style="list-style-type: none"> - Social media committee will assist with promoting scholarship
	<p>OUTREACH:</p> <ul style="list-style-type: none"> - NCL Military Baby Shower on Feb 2nd. Confirmed that Kim S will attend with Nicole, Sagen would also like to attend event as volunteer. Will need banner, materials/resources for families. 	<ul style="list-style-type: none"> - Kim S will bring banner and materials from CBC Summit to Military Baby Shower. - Nicole will connect with Sagen for event
	<p>MEDIA & MARKETING:</p> <ul style="list-style-type: none"> - Photo campaign fundraiser offer: for every photo session of \$150, SDCBC would receive \$50 of proceeds. Possible project with photographer to take pictures of various families instead. - Logo: possibly updating logo. Will first announce and ask any graphic artists who is interested in volunteering to design/update logo. Would like to keep it non-descriptive. Will announce on newsletter and ask volunteer with experience to see if they're interested. 	<ul style="list-style-type: none"> - Yasmine will see if photographer is interested in coordinating photo shoot for breastfeeding families - Abigail will ask volunteers about logo/marketing project.
	<p>FINANCE AND DEVELOPMENT:</p> <ul style="list-style-type: none"> - Nancy White is interested in grant-writing opportunities, will work with Nancy Wight on Rest Haven Grant. - 2019 Liquid Gold planning: assessing which items were popular for 2018, creating packets that are appealing and working to collect pre-selected items. - Creating 2019 budget with anticipated expenses, setting goals/projected budget for each event. 	<ul style="list-style-type: none"> - Nancy WRN will set up time with Nancy WMD to review Rest Haven Grant. - LeAnn will send 2018 report of expenses to start projected budget for 2019.
CBC Breastfeeding	<ul style="list-style-type: none"> - Kim S will coordinate SDCBC table at Summit, anyone attending 	<ul style="list-style-type: none"> - Abigail will give banner to Kim S

Summit	<p>please stop by table. Will need visual displays, print outs, giveaways for table. Have a sign-up list for newsletter.</p> <ul style="list-style-type: none"> - Social media updates: live tweets on Twitter, posting photos on FB and Instagram, newsletter. Need board members to share photos or quotes and can send to Michelle. - Kim E will be leading Appreciate Inquiry conversation during CBC Summit, encourages all to try out approach during interactive session. 	<ul style="list-style-type: none"> - Nancy WMD has lots of pens for summit - Nancy S will send Kim S SDCBC PPT - ALL attending will send pics/quotes to Michelle so she can post online
Closing	--Review Action Items & Announcements	

Meeting adjourned 7:02 pm

Current Committee Groups:

<i>Advocacy</i>	<i>Education</i>	<i>Finance & Development</i>	<i>Media & Marketing</i>	<i>Outreach</i>
Kim E, Kim S, Angeles	Ruth, Nancy WMD, Seth, Jim, Michelle	Nancy WRN, Nancy S, Nicole, LeAnn	Erika, Yasmine, Michelle, Heidi	Nicole, Kim S, Kim E, Nancy WRN, Sagen

Upcoming Events

California Breastfeeding Summit	<p>January 29-31, 2019</p> <p>Delta Hotels by Marriott Anaheim Garden Grove</p>
Expectant Parents Resource Fair: NCL Military Baby Shower	<p>Saturday Feb 2, 2019</p> <p>10 am – 12 pm (9:15 am to set up)</p> <p>Camp Pendleton, San Luis Rey Housing Area</p> <p><i>(Please contact Nicole if you'd like to attend, attendance is limited)</i></p>
February Board Meeting	<p>Thursday, February 14, 2019</p> <p>Time: 5 – 7 p.m.</p> <p>Location: HHS Harbor Room, 3851 Rosecrans St. San Diego 92110</p>
SDCBC Mini-Seminar	March 16, 2019: <i>Breastfeeding and the Law</i>

