

San Diego County Breastfeeding Coalition

Board Meeting Minutes

July 13, 2019 5:00-7:00 PM

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

Attendance: Nancy Saavedra, Nancy White, Kim Speckhahn, Seth Pransky, Nancy Wight, Angeles Nelson, Michelle Lee, Nicole Trottier, Sagen Jackson
Guests: Mary Grant (BHI and UCSD Extension Student), Karen Voogd (SMBHWN), Laura George (SMBHWN), Catherine Sage

Via Google Hangouts: Yasmine Alsayegh, Shana Wright, Kim Elkins, Debbie Pasamonte

Meeting called to order at 5:05 PM by Nancy Saavedra

Topic	Discussion	Action
Welcome		
Executive Team & Coordinator Updates	<ul style="list-style-type: none"> - June Meeting Minutes approved. - SDCBC Policies on Harassment: Nancy S has drafts for board to review, will ask for edits and vote for approval via email. Nancy Wight will be drafting a policy on SDCBC sponsorships for future solicitations. - Treasurer’s report as of 7/11/19. \$30,171.89. Income coming in from registrations and donations, Abigail will send Nancy Wight a breakdown of registrations vs donations - LiveWell Newsletter articles to promote SDCBC: Abigail and Nicole will send an article on SDCBC donating pumps to doctor in TJ clinic. Kim S will connect with contacts to do a follow up for article. - Invitation: World Breastfeeding Week Celebration at Scripps Encinitas, 8/3/19 10am-12pm. SDCBC would like to have a representative during event, Laura George volunteered to man the table for SDCBC if all board members are attending seminar. 	<ul style="list-style-type: none"> - ALL please review Harassment policy drafts and provide edits to Nancy S. - Volunteers needed for Scripps Encinitas event at WBW, same time during Seminar. - Abigail will order extra Resource Guides for upcoming events
Committee Updates	<p>ADVOCACY:</p> <ul style="list-style-type: none"> - 2 comp tickets per award winner. - BF Workplace Nominations: Committee recommended 2 classifications for award winners: large company and smaller company, with runner-up receiving honorable mention: <ol style="list-style-type: none"> 1. Qualcomm* (WINNER): 2. RemX Specialty Staffing (Honorable mention—nomination was submitted from 	<ul style="list-style-type: none"> - Advocacy Committee with Kim S will finalize exact names and titles of awards and send to Nancy Wight so awards can be ordered - Nancy S will send out notifications to award winners.

	<p>employee)</p> <ol style="list-style-type: none"> 3. Best Start Birth Center (honorable mention) 4. Chosen Foods * (WINNER) <p>- BF Friendly Childcare Center-based nominations: Committee recommended to award both childcare centers, classify them separately, Advocacy will finalize titles</p> <ol style="list-style-type: none"> 1. Father Joe's Villages * (Winner) 2. Cal-SAFE Escondido Early Childhood Education Center * (Winner) <p>No Home-Based childcare nomination</p> <p>- Breastfeeding Champion Nominee: Dr. Shaila Serpas as BF Champion in her work around lactation with the REACH grant, nominated by Naomi Billups, HHSA</p> <p>- Hospital recognition for their WBW events, highlight in newsletter/social media, no contest/LG tickets this year.</p>	
	<p>EDUCATION:</p> <p>- Seminar planning: marketing is still priority. Committee is looking into videotaping seminar or record presentations, may hire a professional if no other way is found, also reaching out to UCSD to possibly include recordings in curriculum content. Slides for promoting 4 events in between presentations needed so Seth can announce during seminar.</p> <p>- McKenna seminar on 10/12/19 8-5 pm; Seminar will be a Q/A for parents and public. Marketing will develop a media flyer to start promoting event during 8/3 seminar, Dr. Wight is working on brochure flyer. McKenna is also available for wine party after event, which may be used as LG auction item/event.</p>	<p>- ALL board members PROMOTE event and share with colleagues!</p>
	<p>FINANCE AND DEVELOPMENT:</p> <p>- Deft Brewery event with Baby's Burgers, with kid's play area provided by Pint Size Party</p> <p>- San Diego Modo Yoga Studio runs a program called Karma Classes, proceeds from this class raised in July and August will go to SDCBC; Studio will also donate some 30 days free passes for the gala. Amounts may vary based on attendance, but funds could range \$800-\$1500.</p> <p>- Liquid Gold donation requests, Nancy White will be sending out a list of items that board can donate to purchase (Vegas trip with flight and hotel, possibly a show). Abigail will be ordering invitations to send out.</p>	<p>- ALL please promote event and attendance is encouraged as it's a fundraising event for SDCBC</p> <p>- ALL start asking local businesses and colleagues for donation items.</p> <p>- If anyone has grant proposal ideas, please send to Dr. Wight this week.</p> <p>- ALL check mailing addresses for</p>

		liquid gold invitations or send emails to send e-invites to guests.
	<p>MEDIA & MARKETING:</p> <p>- Logo and Branding update: Yasmine provided two edited designs from revisions. Positive reaction to the heart in first logo. Favored font in second design but making “breastfeeding coalition” the main text and “san diego county” the subtext/less pronounced, image is second is “too feminine”. Discussion of redesigning a new logo to make it “abstract” and “contemporary” in effort to make it inclusive to all kinds of breastfeeding; counterargument included keeping the same design as it is recognized as SDCBC’s logo, historically meaningful to Coalition, only needs slight revisions.</p>	- ALL will review logo edits and prepare their vote decide if they would like to keep original logo with slight revisions or redesign new ‘abstract’ logo
	<p>OUTREACH:</p> <p>- 6th Annual <i>Live Well San Diego</i> 5K Sunday, July 28th. Nancy Wight will attend for SDCBC booth.</p> <p>- <i>Chocolate Milk</i> Documentary screening at Birth Roots on 8/17/19, 10am-1pm. Sagen is leading coordination with Vanessa Simmons and Birth Roots, will lead group conversation after film. Will look into digital kit from documentary on pre/post surveys.</p>	- ALL please promote events and attendance to help SDCBC representation
New Business & Announcements	<ul style="list-style-type: none"> □ Non-profit Advancement League event on July 13th at UC San Diego Health Jacobs Medical Center Birthing Center 10:30 AM. Contact Sagen for more information. □ SDCBC statement on treatment of children at border: <p><i>The San Diego County Breastfeeding Coalition (SDCBC) advocates for the health and well-being of mothers, infants, and children, with the mission to promote, protect, and support breastfeeding. The SDCBC is deeply concerned regarding reported conditions of immigration detention facilities housing children and adamantly opposes policies that result in the separation of migrant and asylum-seeking families. It is critically important to keep mothers and young children together in safe, hygienic conditions to facilitate not only the continuation of breastfeeding, but also to prevent malnutrition and the interruption of developmentally critical mother/child bond. The SDCBC agrees with Breastfeeding USA that “All children deserve to be treated with love and dignity. All mothers deserve conditions which support the full range of their mothering.”</i></p>	

Meeting adjourned 7:02 pm

Upcoming Events

SUN July 28th 7:30 am:	LiveWell SD 5K table exhibition County Administration Center, <u>Waterfront Park</u> 1600 Pacific Hwy, San Diego, CA 92101
SAT August 3rd 7:30 am-1:00 pm:	Breastfeeding--the Tongue and Beyond Seminar event page link: https://give.classy.org/bfandtonguetie Altman Clinical and Translational Research Institute Bldg. 9452 Medical Center Dr. La Jolla, CA 92037
SUN August 4th 1:00 pm-4:00 pm:	Deft Brewery + Baby's Burgers Fundraiser/Outreach event; open to public 5328 Banks Street, Ste A, San Diego, CA 92110
THURS August 8 th 5:00-7:00 pm	SDCBC Board Meeting Harbor Room, 3851 Rosecrans St. San Diego, CA 92110
SAT August 17th 10:00 am-1:00 pm:	Chocolate Milk Screening in collaboration with Birth Roots with post-movie Q&A
THURS September 12 th 5:30-7pm:	Liquid Gold Gala preparations with auction items Dr. Wight's home, La Jolla
SAT September 14th 5:30 pm-10:00 pm:	Liquid Gold Gala event page link: https://give.classy.org/liquidgoldgala2019 Southwestern Yacht Club, La Jolla
THURS Sept 19 th 5:30-7:00 pm:	Rescheduled Board Meeting Location TBD
SAT October 12th Time TBD:	Dr. James McKenna Seminar 8 am – 5 pm