

Emerald Coast Alliance for Breastfeeding Support
Board Meeting Minutes
April 14, 2011, La Hacienda

Present: Ronda Yoder, President
Patricia Posey-Goodwin, V. President
Jen Ward, Treasurer
Joe Peterson, M-a-L

Lynette Ruckman, M-a-L, Chair, Community
Karen Shelton, Chair, HCP
Elizabeth Willis, JDCC, SN Liason
Joy Weirick, SHH, RN & Doula

Absent: Donna Maxwell, Secretary
Pam Klein, M-a-L, Medical Director

Candy McIver, Chairperson, Advocacy

1. Introduction of current members for benefit of new member, Dr. Peterson.
2. Current balance in Treasury - \$1479.09, some outstanding costs for recent outreach events.
3. Spring community outreaches: Booths at the Centering Pregnancy Open House on 3/31 and the Pensacola Healthy Start Baby Shower at Washington HS on 4/2 went well. Had many come by at the Baby Shower and take handouts. We donated two breastfeeding books for moms. Patricia managed the booth at the Open House. Ronda managed the booth and Breastfeeding Room at the Baby Shower. We didn't have any moms use the changing station/breastfeeding room, probably because of location. We are scheduled to have a room at the Earth Day Event at the Bayview Park. Jen and Lucy Scheller will staff this booth.
 - a) Need to look at costs of tents to purchase – Patricia will call for prices of 10x30 and 10x10 sizes
 - b) Logistical problems of needing setup team – then can have nurses/students/volunteers do the events for clinical ladder points/clinical, look into teen groups to help transport/set-up. Will eventually need storage place for supplies. Alliance members will need to rotate being in charge of set-up.
4. 501(c)3 status: Jen is working on this. Patricia's son-in-law, Kevin Bowyer, is an accountant and will help with this. Jen and Patricia schedule a time to meet to work on the application. Jen is also completing Incorporation Annual Report.
5. May Meeting planning, May 26: Tryon Library, Rm A, held during the day to get attendance from moms, others who can't come in the evening. Introduction of ECABS and officers, slide show of what we've accomplished, what we would like to accomplish in coming year. Had volunteers for Refreshments. Flyer published and handed out, will email next week to everyone to have available to print, available on website as well.
 - a) Advertising: Karen will check w/Snips and Snaps, Ronda will check w/WFH newsletter, already on PNJ/Moms Like Me website, discussed how to get it advertised other ways.

- b) Attending: Karen, Lynette, Patricia, Ronda, Joy, possibly Joe
 - c) Refreshments: Karen-brownie bites, Patricia, Lynette, Ronda – water, coffee
 - d) Ronda will send an email to board w/flyers attached.
6. Window cling file nearly completed – hope to have clings by May meeting.
7. Full Board has been appointed/volunteered:
- a) Ronda Yoder – President, Management Pillar
 - b) Patricia Posey-Goodwin – Vice President
 - c) Donna Maxwell – Secretary
 - d) Jen Wowk-Ward – Treasurer, Finance Pillar
 - e) Pamela Klein, MD – Member at Large
 - f) Joseph Peterson, MD – Member at Large
 - g) Lynette Ruckman – Member at Large, Community Pillar
 - h) Karen Shelton – Healthcare Provider Pillar
 - i) Candi McIver – Advocacy Pillar
8. Budget discussion:
- a) Finance: IRS application \$400; Yearly incorporation fee \$61.25
 - b) Healthcare Providers: No estimated cost
 - c) Community: Fair and other outreaches \$200; Year end party: \$150; Assorted other supplies \$50.
 - d) Advocacy: No estimated cost
 - e) Management: Domain names \$20; Mailbox \$45
 - f) Start-up costs: Purchase of tents for outreach \$700
 - g) TOTAL BUDGET: \$1630
9. Future meetings: Board meetings: dinner at 6, meeting at 6:30; Membership meetings at 6:30pm
- a) BOD - May 12th – Olive Garden
 - b) Membership – May 26th – Tryon Library 10:00-11:30am
 - c) BOD – June 23rd – O’Charleys
 - d) BOD – August 11th – La Hacienda

e) Membership – August 18th – Sacred Heart Hospital

f) BOD – September 8th – O’Charleys

10. Dr. Peterson suggested we sign up at www.squareup.com to use a cell phone to take credit card payments for membership when we have a meeting where people might join. He explained the device that is used on a smart phone to make payments. Small percentage is deducted from the amount received for the cost of the service. This could be ____ by charging the \$25 membership amount to anyone using the service and just accepting the loss of that percentage as a price of convenience. He donated one of the devices that goes into the phone to the Alliance. These are available free from the company, but he had an extra one. Ronda will look into setting this up before the May Member meeting.

Adjourned: 7:50pm