

Emerald Coast Alliance for Breastfeeding Support
Board Meeting Minutes
June 23, 2011, O'Charley's

Present: Ronda Yoder, President
Patricia Posey-Goodwin, V. President
Jen Ward, Treasurer
Pam Klein, M-a-L, Medical Director

Karen Shelton, Chair, HCP
Joy Weirick, SHH, RN & Doula
Elizabeth Willis, JDCC, SN Liaison
Ann Brooker, Nursing Faculty, WGU

Absent: Donna Maxwell, Secretary
Candy McIver, Chairperson,
Advocacy

Lynette Ruckman, M-a-L, Chair, Community
Joe Peterson, M-a-L

1. Current balance in Treasury \$1401.66, no outstanding bills at this time. We will soon need to pay \$400 for the 501(c)3 application.
2. Magnets – discussed that it would be good for the Alliance to develop a means of advertising to moms that could be handed out in new pt. packets from the hospitals and in doctors offices. Joy Weirick volunteered to develop a design and send it to Ronda for ordering.
3. 501(c)3 status: Application reviewed at this meeting and developed the wording for a few areas Jen had questions about. Completed the discussion. Jen will finish up the application and send it in.
4. Fair – October 20-30
 - a) Need to contact Mr. Frenkel to see if this is still a go for this year.
 - b) We are on hold to purchase tents until we find out the timeline for IRS 501(c)3 status.
5. Window clings – the donor has approved the final design changes and told Ronda they are ordering the materials for the clings.
6. World Breastfeeding Month Celebration
 - a) Discussed that we would like to move a yearly celebration to World Breastfeeding Month, selected a date for this year: August 18th at SHH. Karen will look to see what rooms are available.
 - b) This will replace the Year-end celebration held last year in December and we will instead have a quarterly meeting with CEU offering in November – before Thanksgiving.
 - c) Two awards categories:
 - i) Spirit of Service – for any healthcare worker or volunteer who goes above and beyond the expected level of care to support Moms and babies;

- ii) Physician Leadership Award – discussed whether to honor one pediatrician, one OB, and maybe one FP, or to open it to one category for all doctors to allow more flexibility in the choices. This award is only for medical (MD or DO) doctors at this point. Purpose: To recognize the doctor who makes breastfeeding support a priority in own practice and articulates that priority to colleagues, creating a culture of breastfeeding support in the medical community.
 - d) Food for the celebration: We will discuss this more at next meeting – but we can each buy some or one person can purchase everything – reimbursed by ECABS. Ronda is hoping to get FLCA stipend for WBW, which will go toward the supplies.
 - e) Ronda will look into the ordering of plaques and prices, timeline for ordering these.
 - f) Ronda has a list of all FP doctors, pediatricians, and obstetricians in our area – will develop a handout to send out to ECABS Members and other local IBCLCs to solicit nominations for awards.
7. Future meetings: Board meetings: dinner at 6, meeting at 6:30; Membership meetings at 6:30pm
- a) BOD – 8/11 – La Hacienda (Later changed to 8/4 @ Unique Café – Gulf Breeze)
 - b) Membership – 8/18 – SHH – World Breastfeeding Month Celebration
 - c) BOD – 9/8 – O’Charleys

Adjourned: 7:45pm