

Emerald Coast Alliance for Breastfeeding Support
Board Meeting Minutes

August 4, 2011, Unique Café, Gulf Breeze

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| Present: Ronda Yoder, President | Lynette Ruckman, M-a-L, Chair, Community |
| Patricia Posey-Goodwin, V. President | Karen Shelton, Chair, HCP |
| Jen Ward, Treasurer | Ann Brooker, MCN Instructor, WGU |
| Pam Klein, M-a-L, Medical Director | Joy Weirick, SHH, RN & Doula |

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| Absent: Donna Maxwell, Secretary | Elizabeth Willis, JDCC, SN Liaison |
| Candy McIver, Chairperson, Advocacy | Joe Peterson, M-a-L |

1. Current balance in Treasury \$1001.99, no outstanding bills at this time, except the magnets that Ronda bought.
2. Magnets – at our previous meeting we discussed the possibility of making a magnet to pass out to new moms in hospital packets that gave them information about the Alliance. Joy Weirick developed a look, passed it on to Ronda and she ordered some from Vistaprint. We got 150 in the first order. Passed them out to SHH and Joy will take some to some local business. Pam will pass out in her office. We decided to purchase another 1000 at this point to pass out to the other hospitals willing to have them and take to some other doctor offices.
3. 501(c)3 status: Application has been mailed. Awaiting confirmation that they have received.
 - a) Once we have the status, we should look at grant applications, March of Dimes makes grant awards in spring.
4. Fair – October 20-30
 - a) We have received confirmation from Mr. Frenkel that we will have the same space.
 - b) We need to purchase tents – will wait till next month to see if the 501(c)3 status goes through quickly. Discussed the tents that Patricia has examined. She has found a 20x10 for around \$350 with sides w/little window/clear panels. Then we would purchase a 10x10 easy-up tent w/sides to go along with that to fill our 10x30 space. This gives us flexibility to use a 10 x10, 10x20, or 10x30 space using one or both tents.
5. Window clings – haven't heard back from them at this point.
6. World Breastfeeding Month Celebration – August 18th at SHH in Classrooms C&D
 - a) Voted for the award recipients – looking at input from the survey. Discussed dichotomy of voting and suggestions/recommendations received from participants.
 - b) Three awards: Lifetime of Service – Frankie Mims; Spirit of Service – we will rename

this the Frankie Mims Spirit of Service Award – Michelle Winston; Physician Leadership Award – will give to two doctors this year: Nathan Knutson and Tony Hampton, neonatologists at SHH. We will not be constrained to give two awards to doctors, but will see what is appropriate in the future. We will develop guidelines for nominations for both awards and post them on the website.

- c) Food for the celebration: Karen will purchase at Sam's Club – reimbursed with money from FLCA WBW stipend Ronda received: \$50. Items: Cupcakes/brownies/cookies, veggie trays, fruit trays, Lemonade and water, also plates and napkins. Ronda to provide trays and serving utensils.
- d) Ronda will order the plaques tonight or tomorrow, showed several versions of the plaque and wording – chose walnut w/black and gold metallic engraved plate 7x9.

7. Website content:

- a) Dr. Klein recommends we increase/update the information on the website to keep current w/breastfeeding news. Ronda is the only one who can currently access to update.
- b) Volunteers for people to update the website: Dr. Klein – volunteered her son, Lynette R., Joy W, Ann B, Patricia. Will set up a time to get together to do this.

8. Future meetings: Board meetings: dinner at 6, meeting at 6:30; Membership meetings at 6:30pm

- a) Membership – 8/18 – SHH – World Breastfeeding Month Celebration
- b) BOD – 9/8 – O'Charleys
- c) BOD – 10/13 – Unique Café – Gulf Breeze

Adjourned: 8:00pm