

**March 10, 2015, Meeting Minutes  
Emerald Coast Alliance for Breastfeeding Support**

The March meeting of the Emerald Coast Alliance for Breastfeeding Support met on Tuesday, March 10, 2015, from 6 pm to 8 pm at Old South Properties.

Present:

Ronda Yoder  
Joy Weirick  
Suzanne Straub

Lynette Ruckman  
Linda Macks  
Lynn Hazelwood

Katy McGee  
Dr. Jason Straub

**Recording Secretary:** Lynette Ruckman

<b>Agenda</b>	<b>Discussion</b>	<b>Recommendations/Actions</b>	<b>Follow-up by whom</b>
Meeting minutes from February meeting	1. Review of minutes from February meeting.	1. No recommendations / no actions	1. N/A
World Breastfeeding Week Celebration	1. Planning of a Community event for World Breastfeeding Week 2. Availability of affordable community center to host the event. Lynn has been researching several locations. (see attached location notes) 3. Finances of event: Will need supporters to cover cost. Suggestions included Pediatrician offices, OB offices, Hospitals (include Navy, Santa Rosa, Sacred, Baptist, West Florida), LaLeche League, WIC (Escambia and Santa Rosa), Healthy Start.	1. Develop a community event for the celebration of World Breastfeeding Week. Design especially for breastfeeding and expectant mothers. 2. Lynn and Ronda to visit Gull Point Community Center. Lynn to further research availability / cost of PSC and UWF. 3. Need to contact Dr offices and other potential supporters –	1. All 2. Lynn and Ronda to visit Gull Point Community Center. Lynn to contact PSC and UWF. 3. All, Ronda to contact Camille from Healthy Start for information regarding setting up of conference. 4. All, Ronda to contact

	<p>Lynn stated she had spoken with Dr. Sontag and he is interested in participating in event.</p> <ol style="list-style-type: none"> <li>4. Other finances of events: door prizes, food, printing, advertising.</li> <li>5. Advertising of event: Jen South's husband to write a press release, Catherine Daniels, <i>Bella</i> magazine.</li> <li>6. Possible date for event August 8, 9 am-4 pm.</li> <li>7. Need for a brochure for event.</li> </ol>	<p>on-going. Suggestions included inviting Sheriff's department, Insurance companies, Medela rep.</p> <ol style="list-style-type: none"> <li>4. Possible donation of gift cards as door prizes, food vendors to provide / sell food, locate affordable business for printing</li> <li>5. Jen South's husband to write a press release and bring to meeting to approve, Catherine Daniels to be contacted in June, Joy to obtain contact with Belle magazine. Will need to finalize date and location prior to advertising event.</li> <li>6. May need to shorten length of event due to cost of renting facility – most charge per hour with a minimum of 3 hours.</li> <li>7. Discuss at future meeting.</li> </ol>	<p>city for information regarding having food vendors (insurance, etc.).</p> <ol style="list-style-type: none"> <li>5. Jen's husband can write a press release. Karen would contact Catherine Daniels for publicity in June. Joy will obtain a contact at <i>Bella</i> magazine.</li> <li>6. All – need to finalize date and time.</li> <li>7. N/A</li> </ol>
Finance	<ol style="list-style-type: none"> <li>1. Financial report per Ronda Yoder via Karen Shelton. Beginning balance: \$446.17, Credits: \$25 membership and \$0.01 Interest, Debits: \$61.25 Sunbiz Org, Ending Balance: \$409.93</li> </ol>	<ol style="list-style-type: none"> <li>1. N/A</li> </ol>	<ol style="list-style-type: none"> <li>1. N/A</li> </ol>
Newsletter	<ol style="list-style-type: none"> <li>1. Jen South to develop ECABS newsletter.</li> <li>2. Discussion of focus of newsletter – appearance, content, layout.</li> </ol>	<ol style="list-style-type: none"> <li>1. Jen South working on newsletter for ECABS.</li> <li>2. Suggestions for content</li> </ol>	<ol style="list-style-type: none"> <li>1. Jen South</li> <li>2. Jen South, All</li> <li>3. N/A</li> </ol>

	<ol style="list-style-type: none"> <li>Discussion of frequency of newsletter publishing. Quarterly was most favored.</li> </ol>	<p>included up-coming events, local conferences available, short snippets of articles with link to full article. Will need to discuss in more detail at next meeting.</p> <ol style="list-style-type: none"> <li>Newsletter will be published quarterly.</li> </ol>	
ECABS trailer	<ol style="list-style-type: none"> <li>Wells Fargo Grant: need to work on a budget for this grant</li> <li>Grant writing</li> <li>Cost of trailer approximately \$7,500.00</li> </ol>	<ol style="list-style-type: none"> <li>Ronda and Karen can work on a budget to submit for grant application.</li> <li>Ronda and Karen to work on the writing of the grant.</li> <li>N/A</li> </ol>	<ol style="list-style-type: none"> <li>Ronda and Karen</li> <li>Ronda and Karen</li> <li>N/A</li> </ol>
ECABS Website	<ol style="list-style-type: none"> <li>Website needs updating.</li> </ol>	<ol style="list-style-type: none"> <li>Joy, Linda, and Suzanne to brainstorm for new ideas and updates. Possible membership link in newsletter.</li> </ol>	<ol style="list-style-type: none"> <li>Joy, Linda, and Suzanne</li> </ol>