

October 13th Meeting Minutes Emerald Coast Alliance for Breastfeeding Support

The third meeting of the steering committee for the Emerald Coast Alliance for Breastfeeding Support met on Tuesday, October 13th from 7:00p.m. to 8:30p.m. at Dr. Pam Klein's Gulf Breeze office of Pensacola Pediatrics.

There were 5 in attendance:

Elaine Condon, RN, IBCLC (BH)

Cindy Reeves, ARNP (Peds)

Regina Humphreys, IBCLC (SHHEC)

Ronda Yoder, ARNP

Dr. Sarah Leatherman, DC (LLL)

We began by passing out handouts from previous meetings so everyone had the same information. Our previous meeting completed work on the name, mission and goals. The focus of tonight's meeting was on structure of the continuing steering committee and membership information. We reviewed what was decided about structure, particularly as pertaining to the pillars or committees and discussed some of the projects we would like to accomplish.

- Have a presence at fairs and festivals where moms can have a private place to nurse their babies (in a tent, with chairs, changing table, etc.) We would need to man such a place. Get stores to donate diapers and wipes for the changing area. Get donated bottled water and rocking chairs for the moms. Ronda has contacted several Pensacola events with mixed responses. The man in charge of the Pensacola Interstate Fair is enthusiastic about having us do this next year. We need someone to make a list of the events we want to offer our services.
- Target Breastfeeding friendly businesses in all our communities with accolades for making their restaurant, store... a positive experience for breastfeeding moms. Have a list of criteria that must be met to be awarded this designation. Post names of businesses by category and location on the website. Get a window cling with the Universal Breastfeeding Symbol to give the business to place in their window.
- Lunch and learn meetings for Healthcare providers at different hospitals throughout the region.

In terms of the structure of the governing board, we made the following decisions:

- Keep the name Steering Committee as the overall name for the board of directors. Our current steering committee will remain in place throughout the first year.
- We agreed upon four elected roles for the committee: President, Vice President, Secretary and Treasurer.
- For the first year, we would have volunteers from the current Steering Committee fill the four main roles of the committee. This may be less than a year if the process of incorporation requires election of officers.
- Pillar/Committee chairpersons would also be members of the Steering Committee.
- Subcommittee chairs will be needed for some pillars. These chairs would not be required to be on the Steering Committee

In terms of membership, we had a great deal of discussion and made the following decisions:

- There will be two individual levels of membership:

- Alliance members: pay \$25 yearly fee and have a voice in the alliance; make a commitment to be involved on at least one committee.
- Associate members: no yearly fee and no voice in the alliance; will choose a committee to join, but have no required involvement.
- Doctors and other professionals who would like to make additional donations are welcome to do so at any level. We will pursue 501 (c) 3 status to make this more appealing.
- We will not expect our dues/fees to cover our operating budget. We want to focus on grants and donations to do that.
- Our priority of membership is to get involvement, so we will consider waiving (allowing a time commitment to replace the fee) for those who want to be alliance members, but can't afford the dues.
- We did not decide anything about other organizations joining, but we do need to discuss at a future meeting how a business or other organization may join...

In terms of facilitating membership applications, we discussed the need for a permanent mailing address, so checks can be received from new members. Ronda will look into the cost of a small mailbox at the main Pensacola Post Office (Jackson Street).

We also discussed the cost of purchasing our own domain name for a website. Ronda has put our temporary site up on her Cox account, but generally businesses are not allowed to use that, so we need to move to our own domain name. The cost of a domain name is about \$10/year, and the Yoders have a hosting service that can host the website for free, for at least the next two years. At our next meeting we will address this further.

We discussed making a flyer and a brochure (tri-fold) available. The flyer would be for posting on nurses' bulletin boards, etc. and have available at mom support groups, LLL meetings, WIC, etc. to get out the word for members to join. The tri-fold would be used in a variety of settings, perhaps handed out at OB visits to pregnant moms, with an explanation of what we can do for them. Regina and Ronda are working on these. Steering committee members will be mailed a copy of the flyer for their comments. We want to have the flyer ready by the next meeting so it can be handed out soon after that.

Our next meeting will focus on By-laws, filling our 4 board positions, finalizing PO and website addresses, and approving a generic flyer to be made available to hospitals, Dr's offices, and mom's groups to announce formation and membership. At that meeting, we are planning to accept the first members into the alliance, so be sure to attend.

We determined to meet again on Thursday, November 5th at the same time and location. Meeting was adjourned at 8:30p.m.

Submitted,
Ronda Yoder