

**June 9, 2015, Meeting Minutes
Emerald Coast Alliance for Breastfeeding Support**

The June meeting of the Emerald Coast Alliance for Breastfeeding Support met on Tuesday, June 9, 2015, from 11:15 am to 12 pm at Tyron Branch Library.

Present:

Ronda Yoder

Lynette Ruckman

Recording Secretary: Lynette Ruckman

Agenda	Discussion	Recommendations/Actions	Follow-up by whom
Meeting minutes from May meeting	1. Review of minutes from May meeting.	1. Minor typo corrections	1. Ronda
Better Marketing of ECABS and Mission	1. During the last meeting the following items were discussed. Since our members were not able to attend this meeting, these will be addressed at the next meeting: <ol style="list-style-type: none"> a. Dr. Straub suggested beginning with the Sacred Heart Pediatric Residency Program b. Rebecca Golf suggested she network ECAB at her Navy Hospital meetings. c. Karen Shelton suggested contacting PNJ to put meeting dates in community meeting section. d. May meeting: General discussion was held on how to create a breastfeeding 	1. Address at next meeting: <ol style="list-style-type: none"> a. Follow up with Dr. Straub next meeting. b. Follow up with Rebecca next meeting c. Advertise in PNJ Community Meeting Section – follow up next meeting d. Continue to discuss contacts in future meetings 	1. Update at next mtg. <ol style="list-style-type: none"> a. Dr. Straub b. Rebecca G. c. Karen d. All 2. Ronda will order more brochures once a reasonable rate can be found. 3. Ronda 4. All

	<p>culture in our community with billboards and radio advertisements. Suggestions were made to also advertise in Gulf Coast Parents Magazine, Pensacola Moms/Kids Facebook Page, Mudpies and Lullabies and mother's groups.</p> <ol style="list-style-type: none"> 2. ECABS flyers to be copied. Office Depot will charge \$500 for 500 fliers. There is a discount available at this time. Discussed updates / changes needed for flyers. 3. Ronda gave update about window cling stickers that ECAB had designed to provide to breastfeeding friendly companies. The company that offered to make these for free was sold, so the clings would now be another cost. 4. Our ECABS Magnets – need to discuss the benefits of the magnets to mothers and ECABS 	<ol style="list-style-type: none"> 2. We need more flyers as we are out. Ronda to look for a cheaper vendor. A PDF file of the flyer will be sent out to members for any suggestions for updates needed. Plan to order prior to next meeting. 3. Ronda will continue to get estimates to be ready to discuss at a future meeting. 4. Need to determine the value of purchasing more of these at future meetings. 	
Finance	<ol style="list-style-type: none"> 1. Financial report. Beginning balance: \$409.97, Credits: \$0.01 Interest, Ending Balance: \$409.98 2. Flyers to be purchased by next meeting. 	<ol style="list-style-type: none"> 1. N/A 2. Ronda to order 	<ol style="list-style-type: none"> 1. N/A 2. Ronda
Newsletter	<ol style="list-style-type: none"> 1. Newsletter on hold for now. We are looking for a volunteer to take over the responsibility. Discussed a possible template to be created for volunteer to follow. 	<ol style="list-style-type: none"> 1. Find another member who is willing to work on the newsletter. Discuss at next meeting. 	<ol style="list-style-type: none"> 1. All
ECABS trailer	<ol style="list-style-type: none"> 1. Pending -Wells Fargo Grant: still need to know how to address an appropriate budget for this grant 	<ol style="list-style-type: none"> 1. Ronda and Karen will keep working on a budget to submit for grant application. 	<ol style="list-style-type: none"> 1. Ronda and Karen 2. N/A

	2. Cost of trailer approximately \$7,500.00	2. N/A	
ECABS Website	1. Website needs updating.	1. Continue to work on this project.	1. All
Projects	<ol style="list-style-type: none"> 1. Award ceremony for BF week – need nominations for recipients. Possible date for reception Aug 13. We will need to decide on recipients during July meeting. In order to accomplish this, the deadline for nominations will need to be moved from July 15 to July 10. 2. Fair Booth – October 3. Recognition of BF supportive employers – will need to purchase clings to accomplish this. 	<ol style="list-style-type: none"> 1. Lynette made a motion to move nomination deadline to July 10, Ronda second. Decisions for recipients will be made during July meeting. Ronda will email out the new deadline for nominations. 2. Will discuss at future meeting. 3. Will discuss at next meeting 	<ol style="list-style-type: none"> 1. Ronda, All 2. All 3. All