

Breastfeeding Coalition of Ventura County

Meeting Minutes
January 03, 2012

Present:

Patty Auchard (MD), Pam Klienman (NBVC), Maris Montgomery (VCMC), Karissa Lemme (Mom), Leslie Pillado (CLC), Tara Stivers (IBCLC), Patty Zoll (Work Life Program- County), LaQuisha Robinson (CLC), Sheila Dedrick (IBCLC), Paris Maloof-Bury (IBCLC), Bonnie Galindo (Mom), Kelly Trotter (Mom), Naveen Sangwan (Program Director, PACLAC), Anne Raila (CLE Sales Rep, Ameda), Bridget Winnet (IBCLC), Elizabeth Thasiah (Breastfeeding Director, First 5 VC), Jennifer Dayrit (VCPH)

Approval of Agenda

The agenda was unanimously approved as distributed.

Approval of Minutes

The minutes of the previous meeting were unanimously approved as distributed.

Treasury Report

Karissa Lemme needs to add her info here. No minutes taken at this time.

Open Issues:

New Secretary: BCVC needs to elect a new secretary. Elizabeth Thasiah volunteered. Second and approved. We distribute minutes online- Tara Stivers to send out electronically.

BF Awards: Patty Zoll coordinates this process. We need to help distribute the work load. Suggested that Constant Contact be used to display information about nominations. Application should be online by Mother's Day (May).

New Directory: Tara Stivers coordinates. The update form is ready to be sent to the full contact list. We request that all members review information and confirm that it is up-to-date. Elizabeth discussed that First 5 may be able to work with partnership with the coalition to create a more polished directory brochure and assist with printing costs. This pends further discussion.

Constant Contact: Tara recommends that we use this resource for our monthly newsletters. The cost is \$10-12/ month (non-profit rate) for a newsletter format w/ logo as our new email platform. Important to note that filters can identify CC as span- need to run a trial period.

Posters: Paris' husband works for Kinkos, and the posters have been printed. Invoice needs to be paid before we receive posters.

Action: Check to be cut.

Education: Sheila Diedrick is coordinating the next big event in the Fall. She is looking for nominations, availability of space and dates to offer conference and CEUs/ CMEs. Seeking suggestions for a speaker approved for LSERVES. Coalition provides curriculum package. Space must accommodate 100+ people and offer screen and projector.

Location Options suggested:

- The County (no pillars and better for visibility)
- St. Johns – Tara Stivers to contact about interest and if they will provide credits
- PACLAC – they would have to agree to paying for CEUs and CMEs
- VCMC- Marissa to contact

Topic Options suggested:

- Tongue tie effect on breastfeeding
- A Mother's Expectations
- Dr. Amy Evans, Pediatrician at Fresno Community
- Science of Breastmilk
- Jim Murphey, San Diego Base Lactation Clinic
- Jeanette Penchula

Million Mothers March: Paris Coordinating. There is still no date or location identified, though the month is August. Washington D.C was not available so national team considering Detroit. Paris would like it to be nation-wide with locations in every state. The March is to seek federal laws that support breastfeeding anyplace at any time. Anti-harassment law.

New Business

Fiscal Oversight: The BF Coalition does not have their own 501. The Landon Pediatric Foundation provides fiscal oversight. Their Administrator, Kay, has shared concerns over the time commitment necessary (related to the conference/ education event) and does not want to continue providing fiscal oversight to the Coalition.

Action: Karissa Lemme will contact Kay to address these concerns and offer to increase our fees to 7% of our funds.

501 (c)(3) Status: Elizabeth suggested that the Coalition consider seeking their own 501 (c)(3). This would provide more opportunities for grant funding and particularly seeking funds for an employee. Patty shared concerns that this process may overtax our small group of volunteers. It requires careful consideration of the costs, process and benefits.

Recommendation made for a half day retreat to discuss our mission, vision and direction.

Action: Elizabeth to offer information about the 501 (c)(3) process at March Meeting.

Target Incident: Discussed the recent sit-in at the local Target by breastfeeding mothers in protest of harassment received by a BF mom in Texas. Discussed the Coalition's response to this form of action and whether sit-in's promote or give negative exposure to breastfeeding. Recognize that this press coverage gives light to how big a problem our society has with breastfeeding, both publically and privately.

Marketing of Breastfeeding: Discussed using the BF logo cling with BF friendly businesses and workplaces. We should list supportive businesses on our website.

Adjournment:

Meeting adjourned at 2 pm.

Minutes submitted by: Elizabeth Thasiah