



LCHAY

Lane Coalition for Healthy Active Youth

LCHAY Board of Directors Meeting Minutes *Approved*

January 31, 2011

12:00-1:30 PM

Board Present: Colt Gill, Hillary Kittleson, Sarah Hampson, Jennifer Jordan, Jimmy Unger, Mardel Chinburg, Gene Obersinner, Jorge Navarro, Sarah Grall

Board Absent: Lee Shoemaker, Lori Bumgardner, Michelle Gall, Keith Hollenbeck

Staff Present: Laurie Trieger, Kayla Schott-Bresler, Brent Vaughan

Call to Order: Chair Colt Gill called the board to order at noon.

Announcements: Colt reminded board members to provide ten names and addresses of potential donors to Laurie. Mardel said she would forward details on an on-line "Ted Talk" to the board. Jennifer announced that the County has hired Dr. Patrick Luedtke as the new Public Health Officer. She said that Dr. Luedtke has a Masters in Public Health as well as an M.D., and has extensive experience in public health and epidemiology. He is very interested in public health policy. Jennifer also announced that the County had received a small grant to educate community leaders in chronic disease prevention issues and that she and Laurie will receive training in Atlanta in March. Sarah Grall announced that PeaceHealth will hold its annual Heart Fair at Valley River Center on February 12. LCHAY will have a table there. Jorge noted that the Food Justice Conference will take place February 19-21 (LCHAY will have a table there on 2/21) and the Environmental Law Conference will take place March 3-6. Sarah Hampson announced that Kelly Brownell will be in Eugene on March 7 to work with ORI and his schedule will include a public lecture in the evening regarding activism and obesity issues. LCHAY will be involved at some level. Hillary said she has recently seen the documentary *The Garden* and was moved by the power of an urban garden to change people lives.

Minutes: Sarah Hampson moved, seconded by Jennifer, to approve the minutes of December 16, 2010. The motion was approved unanimously.

Update on Healthy Corner Stores Initiative: Kayla reported that the project had had an exciting week, sponsoring three focus groups (two in the Bethel area and one in Springfield). Altogether 18 households attended. Those in attendance expressed their desire for more access on a regular basis to fresh fruits and vegetables. It also was clear that existing resources that help with access, such as Ridesource, are not well-publicized enough. In the case of the Bethel Dari-mart, there were issues of perceived safety, since that store has become a symbol of neighborhood crime for some people. Other ideas included access to playgrounds and places for bicycles. As a result of one of the focus groups, Commissioner Handy and LCHAY staff followed up with LTD, requesting Ridesource trips to nearby Winco in the Bethel neighborhood. LTD has indicated that it will begin providing that service. Kayla said that project staff hoped to cultivate neighborhood leadership and she believes that this will occur. Jorge asked who had shown up for the meetings, in terms of demographics. Kayla responded that, while the numbers were small, they were representative. Laurie added that, while few came, those that did participated so fully and honestly that a lot of information was gained. Ages ranged from 17 to 75. Also, Commissioner Handy and representatives from NEDCO and FOOD for Lane

County attended. Jimmy asked about Dari-Mart's role in the project and was told that Dari-Mart is a project partner in the grant. This summer, staff expects to have developed a package of changes for Dari-Mart to consider. Laurie said that Dari-Mart is also providing valuable (sales) data. She also noted that LCHAY is applying for a Spirit Mountain Community Foundation grant for program enhancements.

Director's Report: Laurie referred to the Director's report in the agenda packet. She noted that the sugar sweetened beverage tax proposal in the state legislature now has a bill number—HB2644. Supporters hope to get a few public hearings and educate legislators and the public on this issue. Laurie said that LCHAY was being given many opportunities to participate in events and that she is evaluating how best to use staff time for these events. Sarah Grall said that she is working toward getting a Youth Farm stand at the RiverBend site on Wednesdays, starting in June. Laurie noted that she believes there is great potential to grow the RiverBend Run and she is excited about the contributions pledged by Glory Bee Foods and its employees.

Executive Committee Report:

Board Terms/Composition: Colt noted that, of the four positions whose terms expire in April, three board members are "re-upping" for a second term (Colt, Jennifer and Jorge) and one (Hillary) will be stepping down. Regarding the chair position, he recalled that the by-laws limit the number of terms a Chair can serve to two. He said he is willing to serve again, but that this would then be his last term as chair. He would also be happy to turn the chair role over to someone else. Mardel indicated that she could continue in her role as Vice-chair. Colt asked members to consider whether they would like to step into the role of chair and let him know by the February 10 meeting. Laurie noted that, at present, the role of the chair is to keep things running, supporting the director by being accessible to advise on board relations and personnel matters. She said, in her view, a good chair facilitates in a "power-sharing way" and is both a "friend raiser and fund raiser." The chair represents LCHAY in the community. She believes the next stage of leadership is to guide LCHAY in developing the strategic plan in greater detail. Mardel said that she, too, was happy to either step down or continue as Vice-chair. With Hillary completing her term, the Secretary/Treasurer position will become open. Laurie noted that this position could be split. Laurie suggested the February meeting focus on board recruitment and discuss the matrix of skills.

Resource Development Update:

Ad Hoc Committee to Consider Sponsorship Policy: Colt asked for volunteers to serve on an ad hoc committee that would develop policy language regarding fund-raising through some sponsoring relationship with businesses. Jennifer and Jorge volunteered and Lori B. will be asked to serve, along with Layne as staff.

Individual/Business Contributions: Hillary distributed a report on budget projections for 2010, adjusted to show the increase in individual and business contributions or pledges since November. She said she was very pleased to report that \$17,055 had been given or pledged since October 31. A total of \$19,039 has been given or pledged for the current fiscal year, leaving a balance of \$10,960 to meet budget targets. If no additional funds are received, LCHAY would end the year with about \$5,000 to carry forward. She noted that Glory Bee Foods has indicated that they are likely to give an

additional \$5,000. The group agreed that the fund raising target for the remainder of the year should be \$10,000 (excluding the potential Glory Bee contribution). If that goal is met and Glory Bee contributes \$5,000, LCAY would end the year with about \$20,000. The board agreed to continue to actively raise money and discussed some strategies for doing so.

The meeting was adjourned at 1:30 p.m.

Minutes respectfully submitted,

Hillary Kittleson