



LCHAY

Lane Coalition for Healthy Active Youth

LCHAY Board of Directors Meeting Minutes *Approved*

February 11, 2010

12:00-1:30 PM

Board Present: Colt Gill, Jimmy Unger, Hillary Kittleson, Sarai Johnson, Jennifer Jordan, Jorge Navarro, Lori Steger, Mardel Chinburg, Michelle Gall

Board Absent: Bob Keefer, Lee Shoemaker, Sarah Hampson, Keith Hollenbeck

Staff Present: Laurie Trieger

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

Action: *Vote on Board Nominee*

Jorge moved, seconded by Mardel, to approve Michelle Gall as a new board member.

Motion passed unanimously

Agenda Review: Colt moved the Resource Development Committee report up on the agenda, after the Director's report and moved the education item to the end of the agenda.

Announcements: On Lee's behalf, Laurie announced that City of Eugene was awarded a \$495,000 grant for transportation improvements at eight District 4J schools, including improved crossings and improved bicycle parking. The Safe Routes to School program staff position is still not funded beyond this fall.

Minutes: Lori moved, seconded by Jorge, to approve the minutes of January 14, 2010. The motion passed unanimously.

Nationwide Conference Call Re: Transportation for America Bill: Jimmy and Jennifer reported that they participated in a nationwide conference call regarding a proposed federal transportation bill that would specify funds for performance-based transportation policy, including health impact assessments of proposed transportation spending. Jimmy said he wasn't sure where the organizers were in the process. Jennifer clarified that supporters are advocating for an amendment of a longstanding transportation bill that is reauthorized every four years.

Director's Report: Laurie referred to the Director's report in the agenda packet. She distributed fliers for the second event in LCHAY's "What the Health?!" film and forum series. The event will take place on March 9 at the Eugene Public Library. Mardel said she hoped we could make a particular effort to get University of Oregon students to attend. Laurie also noted that Michelle Obama's recent initiative on preventing childhood obesity is very exciting and she is thinking about how LCHAY can "harness" all the interest that is being generated by the initiative. She said she was particularly pleased with a recent Register Guard editorial on this topic. Laurie announced a board orientation on Friday, February 26 at 1 p.m. Jimmy asked her to email the PowerPoint presentation to the board, particularly for those unable to attend. Mardel asked about the exploratory meeting regarding the Girls on the Run program and Laurie responded that the participants were interested in the idea conceptually, but were not interested in the packaged program. Board members discussed how to use such contacts to gain volunteers and further LCHAY's mission. Laurie called board members attention to the Letter of Intent to join the Oregon Nutrition Policy Alliance. There was general consensus to do so.

Committee Reports

Resource Development Committee: Lori distributed a draft three year plan (2010-2013) and asked for board comments. She said that in earlier discussions, Reuben Mayes had advocated for a funding mix that relied more heavily on private donors. The current committee is recommending the following mix: Grants—50%; Individuals—30%; Corporate/Underwriting—10%; Events—5% and other—5%. She emphasized the importance of every board member participating in the fundraising effort at some level. Jimmy complemented the committee on great work in such a short time. He wondered whether the 10% goal for corporate was too low. Lori responded that the committee thought it best to “undershoot” corporate giving in the first year or so. Colt noted that part of LCHAY’s mission is to change public policy and some corporations (e.g., some restaurants) may not like this. Jimmy responded that LCHAY’s policy advocacy can also attract donors. Laurie said that she is in the process of getting an AmeriCorps VISTA volunteer to support resource development. The position would be full-time and receive insurance through the federal VISTA program, but LCHAY’s cost would only be \$8,500. Colt asked Lori what is expected of the board and she replied that she would be outlining that in an email to board members. Colt noted the general consensus that the draft sets the agency in the right direction.

Executive Committee—Colt discussed recruitment and planning for 2010 leadership. Three positions are up for re-election, those held by Jimmy, Bob and Sarai. Jimmy stated that he would serve another term. Colt will contact Bob. Sarai, in the Scholar on Board position, asked for some time to think about it, in light of her other commitments. Colt also noted that the Vice-chair position is open and asked members to consider serving in this position. Jorge asked if the board is interested in a youth position; there was consensus that, while members were enthusiastic about involving young people, a board position may not be the wisest choice at this time.

Education and Information: Overview of the OPT (Obesity Prevention Toolkit) for Healthy Lane Neighborhoods project/recent Media and Social Marketing efforts (as time allows):

Laurie briefly reviewed some issues and outcomes related to participation on the OPT project and reviewed some recent media and social marketing efforts. She noted that LCHAY has nearly 300 fans on Facebook.

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

Minutes respectfully submitted,

Hillary Kittleson