



**LCHAY**

Lane Coalition for Healthy Active Youth

LCHAY Board of Directors Meeting Minutes *Approved*

**March 10, 2011**

**12:00-1:30 PM**

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**Board Present:** Mardel Chinburg, Hillary Kittleson, Jennifer Jordan, Jimmy Unger, Gene Obersinner, Sarah Grall,

**Board Absent:** Colt Gill, Lori Bumgardner, Keith Hollenbeck Sarah Hampson, Jorge Navarro, Michelle Gall

**Staff Present:** Laurie Trieger, Kayla Schott-Bresler

**Call to Order:** Vice-chair Mardel Chinburg called the board to order at noon and reviewed the agenda.

**Announcements:** There were no announcements.

**Minutes:** Jennifer moved, seconded by Jimmy, to approve the minutes of February 10, 2011. The motion was approved unanimously.

**Director's Report:** Laurie referred to the Director's report in the agenda packet. In response to questions, she clarified that the work with LTD to improve access to grocery stores was initiated after participants in the Healthy Corner Stores focus groups requested such improvements. She also announced that she would be participating on a "donor education panel" being organized by Oregon Community Foundation that will expose LCHAY to prospective donors and grantors. Finally, she said that, for accounting purposes, she will be asking that board members wishing to make a particular quarterly or monthly financial commitment to LCHAY do so via automatic bank draft or the LCHAY website, rather than making a "pledge" for the upcoming year.

**Spring Appeal Letter Activity:** Laurie reminded the board that the spring appeal letter will be sent on April 7, using first class mail this first time in order to get bad addresses returned. The cost is estimated to be \$700-\$800, with the hope of generating at least \$2,000 in donations. She asked for board volunteers to do follow up phone calls about two weeks later. The mailing will include "remit" envelopes, some of which she passed out to the board for any face to face fund raising. She noted that two annual appeal letters are planned. Kayla distributed blank post-it notes and asked board members to add personal notes that could be attached to the appeal letters.

**Debrief and Feedback on Kelly Brownell Visit and Events:** Laurie reported that twenty-nine people attended a by-invitation roundtable; about one-third to one-half of the attendees were from out of town. Mardel said that Dr. Brownell seemed genuinely interested in what people were doing in Oregon. Sarah Grall noted that work on worksite wellness policies would benefit from a broader coalition of leadership "from the top." Jennifer said that the ACHIEVE grant could help with this.

Jimmy said he was glad to see so many young people in attendance at the public talk. Laurie was particularly excited about Dr. Brownell's comments on "predatory marketing" and working through the states' attorneys general on this issue. Mardel said there was a one-hour webinar on how to work with states' attorneys general on public health issues. Laurie noted that a Northwest Health Foundation representative was among those at the roundtable.

The group discussed how the sugar-sweetened beverage tax might be perceived as disproportionately burdening the poor and how to respond to this perception.

***Budget Report: Preparing for 2011/12 Budget:*** Hillary said that she had agreed to shepherd the draft 2011/12 budget through the approval process, although her board term ends in April. She will be convening the Budget Committee for meetings in April to prepare a draft budget for consideration in May and approval in June. She emphasized the importance of continued fund raising in this fiscal year in order to increase the working capital for next year.

***Lane County Public Health's ACHIEVE Grant:*** Jennifer reported that she and Laurie attended training in Atlanta as part of the Healthy Communities Initiative, sponsored by the Center for Disease Control (CDC). This is the fourth round of the initiative, with forty communities trained in each round. Each of four national partners (professional associations in the field) will work with one-fourth of the communities. NACDD (National Association of Chronic Disease Directors) will work with Lane County. Jennifer said the CDC now has a well-tested process for pulling together a community leadership team, and doing an assessment using a community change tool. Laurie and Jennifer will be recruiting community leaders to participate in the process and travel to Baltimore for training this summer. Both Jennifer and Laurie said that the first training was excellent and exciting. As a side benefit, this grant will provide LCHAY with increased exposure to community leaders.

***Exec Committee and Board Development:*** Laurie noted that board recruitment does not have to be completed by April, since the current board size meets the requirements of the by-laws. She said that Michelle Gall has agreed to serve as Secretary, but that someone with a finance background is still needed to serve as Treasurer. The board discussed the list of desired skill sets and potential board members that was included in the agenda packet.

The meeting was adjourned at 1:35 p.m.

Minutes respectfully submitted,

Hillary Kittleson