



LCHAY

Lane Coalition for Healthy Active Youth

LCHAY Board of Directors Meeting Minutes *Approved*

April 8, 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, Sarah Hampson

Board Absent: Lee Shoemaker, Sarah Grall, Keith Hollenbeck

Staff Present: Laurie Trieger

Call to Order: Vice-chair Colt Gill called the board to order at noon.

Agenda Review: There were no changes to the agenda.

Announcements: Sarai said her board governance class at the university is hosting a symposium and invited board members to attend on May 26 at 7:30 a.m. She said she would follow up with an email. Jennifer announced that the Tobacco Free Coalition of Oregon is seeking input on what direction to take over the next five years at a meeting on April 21 from 6-8 p.m. Colt announced that both Bethel and 4J school districts have been selected by the U.S. Department of Agriculture to participate in a national Farm to School consortium of fifteen districts.

Minutes: The March minutes were not yet available for approval; there were no other changes to the agenda.

Elections

Hillary moved, seconded by Jimmy, to elect Colt Gill as board chair. The motion passed unanimously.

Hillary moved, seconded by Jimmy, to elect Mardel Chinburg vice-chair of the board. The motion passed unanimously.

Mardel moved, seconded by Sarah Hampson, to elect Hillary Kittleson secretary/treasurer. The motion passed unanimously.

Board members discussed a few candidates for board positions that might be interested a year from now.

Director's Report: Laurie referred to the Director's report in the agenda packet. She also noted that the third in a series of town hall discussions on food security would be held on April 28 and that she would be a member of the panel. Jorge commented that the series was excellent and was drawing seventy plus people. Laurie discussed the Healthy Corner Stores grant proposal, saying that 40 groups had submitted concept papers, 15 were invited to send full proposals, including LCHAY, and it is anticipated that 7-9 of those proposal will be funded. The grant would begin in July, but LCHAY will not receive notice of who has been funded until late June. Laurie and Jennifer then discussed meetings with the vendor operating the restaurant in Lane County Building downtown. He has agreed to voluntarily post nutrition information on the menu. Once this information is presented to the media, the board directed Laurie to convey thanks to Rob

Handy and the café vendor, Bob Jensen. Jimmy asked Laurie to share the three-year summary she submitted to the Meyer Memorial Foundation. Jennifer noted that Lane County did not receive the big federal grant for obesity prevention, but said that, while not funded, the proposal had been approved and would be in a queue if further funding became available.

Education and Information: Michelle Meador, Pacific Continental Bank, introduced herself, saying that she specialized in serving non-profit customers and that her background was non-profit fund raising. She said all fund raising stories come back to one fundamental question: why are you giving time and energy to this organization? She asked board members to briefly answer that question and they did so. She said most people hate fund raising because of a fear of rejection, but that it's important to push through those fears, to start by building awareness and making friends for LCHAY and by focusing on a longer horizon. She briefly discussed the following:

- The board needs to make a financial commitment; 100% board support is important.
- Ask: How do you see yourself helping LCHAY?
- Use social media, such as Facebook and twitter.
- Consider letters to the editor and op/ed pieces; now is the time, given Michelle Obama's initiative.
- Be aware of cash flow.

She ended by handing out articles on board fund raising.

Committee Reports

Resource Development Committee: Lori handed out pledge commitment forms for members to fill out.

Executive Committee: Colt distributed LCHAY's conflict of interest policy and asked members to read, sign and date the policy. He then asked for ideas for education and information portions of board meetings. Board members suggested the following:

- Lane Extension services
- Fund raising videos
- Health impact assessments as they related to transportation policy
- Powers of the County Board of Health
- Federal report on county health rankings and Lane County's place.

Colt then asked for comments on the Board Working Agreements and LCHAY Financial Procedures. Michelle said she would pass on some comments to Laurie and Hillary re: financial procedures; she said she was impressed by the documents. Jorge agreed and appreciated the high level of skill reflected in the documents. Related to the federal grant application, Jennifer noted that the Center for Disease Control liked that LCHAY recorded its actions so well in minutes.

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

Minutes respectfully submitted,

Hillary Kittleson