



Board Present: Colt Gill, Hillary Kittleson, Jorge Navarro, Mardel Chinburg, Sarah Grall, Sarah Hampson, Lori Bumgardner, Lee Shoemaker

Guests: Gene Obersinner, Aila Hoss

Board Absent: Jimmy Unger, Michelle Gall, Keith Hollenbeck, Jennifer Jordan

Staff Present: Laurie Trieger

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

Introductions: Colt said that two guests would be introduced later in the agenda.

Agenda Review: There were no changes to the agenda.

Announcements: Sarah Hampson noted that a longitudinal study was recently published regarding whether lack of physical activity leads to obesity or obesity results in lack of physical activity. The study seems to indicate that because children are overweight, they do not tend to exercise. She concluded that LCHAY is on the right track in focusing on children's nutrition. Laurie added that she had sent out the link to this study via Facebook. Mardel asked for the link by email as well.

Lori offered kudos to Laurie and Sarah Hampson for their work on the Healthy Corner Stores grant application. Colt announced that KLCC had a new show that focused on food and nutrition issues—"Food for Thought." Laurie added that Stephanie Pearl Kimmel was the first guest and praised LCHAY for its role in convening the debrief of the "Chefs Move to Schools" meeting at the White House.

Minutes: Mardel moved, seconded by Lori to approve the June minutes. The motion was approved unanimously.

Introduction of Guests: Laurie said she had two guests to introduce: Gene Obersinner, an LCHAY volunteer and prospective board member, and Aila Hoss, LCHAY summer intern. She said that Gene works with Susan Ban at ShelterCare. Board members introduced themselves. Gene said that he has worked for ShelterCare for 11 years and is that agency's volunteer coordinator. He said that he has had a growing awareness of the problem of childhood obesity and has wanted to do something about it. He thought that the last film in the film series ("Bad Sugar") was very compelling and inspiring. He believes the skills he has developed as a volunteer coordinator could be useful to LCHAY and is thinking about where he could help out most. He thought that there were parallels between the efforts to prevent childhood obesity and smoking cessation campaigns. Laurie noted that ShelterCare is a partner organization on the Healthy Corner Stores grant. Gene said the Family Housing Program staff was really excited about the grant.

Laurie that introduced Aila Hoss, LCHAY's summer intern, saying her assistance has been wonderful. Aila said that she is a law student with an interest in food policy. At LCHAY she

has divided her time between grant research/writing, supporting the fund raising effort and some work on the sugar-sweetened beverage initiative. Laurie added that she had helped with the op-ed piece and was a great editor.

Director's Report: Laurie referred to the Director's report in the agenda packet. She noted that convening the Chefs Move to Schools debrief highlighted LCHAY's role as community connector. For that meeting, LCHAY was able to attract good attendance in the middle of the summer, attendance that included representatives from agencies and groups that can make a difference. The City, school districts and parent advocates were all represented. Colt said he appreciated the facilitation and the realistic ideas that were generated. Laurie added that LCHAY will be convening a follow up work session with key players, including Farm to School, School Gardens, 4J Nutrition Services and Ms. Kimmel. Mardel asked about whether Springfield will be represented and Laurie said she will follow up with Keith.

Re: physical activity, Laurie reported that LCHAY had sent a letter of support for the City's grant application related to funding of connectors from streets to bike paths and a letter to the Lane Area Commission on Transportation support a higher level of citizen participation on the commission. She announced that on July 13, the City will present a health impact assessment of the climate and energy action plan.

Executive Committee Report: Colt reported that the Executive Committee spent most of its meeting discussing fund raising, including the question of whether the board should have a policy related to acceptance of gifts and corporate partnerships (see item below).

Discussion: Corporate Gifts and Partnerships: Colt posed the following questions: What role does "mission compatibility" play in deciding who to partner with on projects and initiatives, approach for sponsorships and solicit or accept gifts from? What are other considerations in these matters? Mardel said she would be uncomfortable accepting funds from an organization whose work was in direct conflict with the American Pediatrics Society, for example. Hillary said the question did not have a simple answer, since there was a lot of gray area. She did think that the board could be clear on ascertaining what the "quid pro quo" was, that is, what would LCHAY have to give to get funds from a particular person or group. Lori noted that having a policy, even if it was that the board would decide on a case by case basis, showed that the board had given these questions some thought. She said that grants were easier to control than gifts from individuals or businesses. She also thought a naming policy would be helpful. Sarah Hampson said that the board should be careful in applying for grants, making sure that there was no conflict of interest between LCHAY's mission and the grantor's. After further discussion, Lori suggested that the board look at some draft policies. She offered to forward some samples to Aila who will also look for other samples. Laurie will schedule a discussion in the next month or two. Hillary advocated for taking some time with this issue, since it was a sensitive and complex one. Colt thought that, at the least, the board should adopt some criteria for making case by case decisions.

Information and Education: Resource Development Training: Lori led the group in a training. She provided a handout, "Board Basics: Personal Solicitation Training—The Elevator Speech." After going over the handout, Lori asked members to pair up, spend a few minutes developing a speech, and practice on one another.

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

Minutes respectfully submitted,

Hillary Kittleson