



LCHAY

Lane Coalition for Healthy Active Youth

LCHAY Board of Directors Meeting Minutes *Approved*

April 10, 2008

12:00-1:30 PM

Amazon Community Center

Board Directors Present: Jimmy Unger, Susan Ban, Loren Barlow, Marion Diermeyer, Colt Gill, Keith Hollenbeck, Jennifer Jordan, Jorge Navarro, Althea Olds Seloover, Lee Shoemaker

Board Absent: Terry Brooks (excused), Beth Gerot (excused)

Staff Present: Laurie Trieger, Sarah Cribbs

Guests: Hillary Kittleson, Brian Terrett

1. Housekeeping

Board convened at 12:00 p.m.

Board introduced themselves to guests Hilary Kittleson and Brian Terrett, two potential Board members.

Laurie announced that training the OCPP is putting on (went out over email) on lobbying and public policy for non-profits. Children First of Oregon put out a report on the status of OR children and are now including rates of childhood obesity in each county.

Jennifer moved to approve the minutes from March, Loren seconded, passed unanimously

2. Director's Report

Laurie met with Karen Gillette at Public Health and they are interested in taking the next step in examining potential for LCHAY offices to locate there. Laurie would like to continue to investigate with Board approval.

Rails to Trails Conservancy, Campaign for Active Transportation: Eugene-Springfield could receive federal funding to improve infrastructure and programs for walking and biking. Funding would be available 2010 – 2015. Currently a group of stakeholders are working on a case statement to present on the federal level to advocate for release of funds to communities.

Springfield Farmers Market: intention to open a farmers market this spring in the parking lot on Main Street by the museum. Some opportunities for LCHAY to get involved with this project, including as a liaison between different community groups and the consultant.

Laurie discussed pending collaborative grant with Health Policy Research NW and discussed LCHAY's role within the grant. The Northwest Health Foundation will conduct a site visit to Health Policy Research NW; Laurie will participate in that visit. Also reviewed Oregon Research Institute's upcoming CAST (Communities and Schools Together) grant for work in Bethel School District; LCHAY is one of many partners implementing the project.

Laurie briefly reviewed The Oregon Hunger Relief Task Force's proposed legislative agenda for '09 as she anticipates we may want to support some items therein.

3. Discussion of Programs, Projects and Advocacy

LCHAY has three program or focus areas: screen time reduction, physical activity, and nutrition environment. Discussion followed regarding need for greater clarity around what we mean by the words "programs", "projects" and "advocacy", including how the three relate to each other and/or are interconnected.

Jimmy suggested considering renaming programs and projects as 'goals' which will include programs, project, advocacy and should be inclusive of media worthy items.

Laurie reiterated the LCHAY Board Advocacy Policy and discussed the connection between that policy and current or potential activities (e.g., Healthy Corner Stores Network). Susan discussed the need to connect those items to engagement with larger coalition and community partners. She suggested thinking through the three goals identified above and the details within each of those (funding, programs, strategic initiatives).

Jimmy spoke to his concern with following through with the initiative chosen at general meeting last year "to improve access to healthful nutrition in low-income areas" but to also continue work on the other two program areas. Additionally, Jimmy suggested having some end-goal whereby the project is completed.

Keith reminded the Board that within the larger coalition there are those who are more interested in other program areas (physical activity) and LCHAY needs to continue to engage those people.

Marion discussed the differences between the types of coalition members (those who only attended the Dr. Katz conference versus very active partners) and to primarily work to engage the active ones.

Laurie and Marion discussed the potential of a monthly electronic newsletter to engage the coalition and include opportunities for action.

Jorge, Susan, and Laurie discussed model of LCHAY as a connector of resources and initiatives for those engaged in childhood obesity prevention efforts, rather than being the 'do-er' of the work.

Susan discussed the transition to thinking toward engagement with one main program initiative while not completely eliminating the other two initiatives. She suggested incorporating the three focus areas in a strategic plan, or work plan, to include strategic initiatives, key players, timelines, and specific items, actions and outcomes.

4. Get acquainted with potential board candidates

Hillary Kittleson recently retired after spending seven years as Director of Finance & Development for Eugene School district, including working with the food services and wellness policy. She is interested in food policy. She has a history in the city's budget office and in planning.

Brian Terrett works privately in public affairs and communications after spending the last eight years with PeaceHealth Oregon Region. He brings his experience with public relations, marketing, strategic communications, and planning. He is personally interested in LCHAY's mission and feels his professional activities will be useful to LCHAY.

5. Nominating Committee Report

The committee (Jimmy, Laurie, Susan and Keith) met last week to review terms and rotation of board directors.

In addition to the Executive Committee referenced in our by-laws, the nominating committee proposes three (3) committees; Budget & Finance (chaired by Secretary/Treasurer) comprised of Jennifer, Keith, Hillary and Colt; Program Committee; and Resource Development. Jimmy would like for the Board to think of each of those committees and to consider their appropriateness and on which they would like to serve.

6. Elections

The ad hoc nominating committee developed a proposed slate of officers to make up the Executive Committee consisting of Jimmy (chair), Susan (vice-chair and chair-elect) and Jennifer Jordan (secretary-treasurer). Loren moved to approve as it is, Jorge seconded. The Board approved of the officers for the executive committee unanimously.

Marion moved to elect Brian Terrett to the Board of Directors, Keith seconded. Loren spoke to Brian's approval. Board unanimously approved.

Susan moved to elect Hillary to the Board of Directors, Loren seconded. Susan spoke to Hillary's approval. Board unanimously approved.

With the approval of Brian and Hillary the Board composition moves to fourteen (14), leaving one remaining open board position. Jimmy suggested that a physical activity person should fill the gap. Keith had a recent conversation with someone who might fill this position. Laurie, Keith and Jimmy will follow-up with this individual.

7. Board went into executive session to discuss ED Performance Review Protocol and Process

Next regularly scheduled board meeting is Thursday May 8 12-1:30pm

LCHAY's mission is to prevent childhood obesity and related diseases by mobilizing the community to adopt active lifestyles and healthful nutrition.
