



LCHAY Board of Directors Meeting Minutes
August 21, 2008
12:00-1:30 PM
ShelterCare Administrative Meeting Room

Board Present: Loren Barlow, Beth Gerot, Colt Gill, Jennifer Jordan, Brian Terrett, Jimmy Unger, Lee Shoemaker **Board Absent:** Susan Ban, Marion Diermayer, Keith Hollenbeck, Bob Keefer, Hillary Kittleson, Jorge Navarro, Althea Olds Selover **Staff Present:** Laurie Trieger

Announcements:

- Springfield Farmer's Market Dot Survey is next Friday, 2-3 volunteers still needed.
- Retreat date set for Thursday, October 16th 1:00-5:30pm, location TDB
- Run for Sustainable Schools: Sunday Sept 14th. Organized by ISEE (Institute for Sustainability, Education and Ecology) this is a family fun run at Alton Baker Park; LCHAY is a "partnering organization" and can have a table and/or run a simple kid-friendly activity if we wish.
- Jimmy was invited to submit an article for publication in special section of Register-Guard distributed to Springfield households on the topic "immunize your child against childhood obesity"

Director's report was delivered. In addition to the written report, Laurie stated that the Budget and Finance Committee will provide quarterly financial reports to the Board; next one in October.

Laurie & Brian commented positively on the visit with school officials and area child nutrition program partners. There could be potential for LCHAY to assist in supporting increased sustainability for the farm. This could take the form of advocating for a more formal agreement- or policy- for long term land use. The agreement would be between Springfield School District (owns the property) and FOOD for Lane County (runs the Youth Farm Program); and possibly a commitment from City of Springfield to preserve and protect the property as prime agricultural land.

Preparation for the fall general meeting is underway; it will have a "back-to-school" theme. Laurie is working on identifying a panel of speakers to focus on school food and other presentations on school-based issues.

Brian gave a report from the Resource Development Committee. Recent discussions at the RD committee have centered on importance of board support and participation in resource development. Anticipate asking board to give one way or another, at a level that is meaningful to the individual; giving time, talent, treasure. Goal is to have 100% Board participation in resource development. Brian will present draft policy regarding Board Contributions at next meeting.

We will also be looking for community members with particular skills, such as grant writing, to participate in resource development efforts and as potential resource development committee members - organizations/particular people mentioned included Peace Health, and Shaw, Snow & Associates.

Brain to follow up with Sarah Grall re: potential fall fun run in partnership with Oregon Heart and Vascular Institute.

Jimmy gave a report from the Executive Committee. He announced that Board Member Terry Brooks resigned; she is returning to school (University of Oregon) this fall to study journalism and is reprioritizing use of her time. Terry was a major influence in LCHAY's development and has contributed significantly to its success. The Exec Committee will discuss an appropriate and meaningful way to acknowledge her for her work; as well as seek ways to keep her engaged in LCHAY in some way.

Colt arrived, making a quorum.

The July Meeting Minutes were presented; *Brian moved approval as presented, Loren seconded, unanimously approved.*

Laurie presented a draft conflict of interest policy; IRS recommends having one when filing 501(c)3 application. Laurie noted she adapted policy language from a variety of sources. Board reviewed the draft; suggested the following change be made:

1. Eliminate all references to "supporters of LCHAY" because they are not decision makers for the organization.

Loren moved to approve as amended, Beth seconded. Conflict of Interest Policy and companion acknowledgement form unanimously approved as amended.

Jimmy presented framework for an ED leave policy. Board recommends the following changes:

1. Insert statement of purpose for policy at top of policy.
2. Change 30 days notice required to when ED will take off *two weeks or more* at one time.
3. Add statement that no notice required for emergency medical leave.
4. Specify that unused leave payout at termination of employment is not to exceed maximum accrual allowed.

Brian moved to approve as amended, Jennifer seconded; approved unanimously.

Board Members were asked to speak about their experience with advocating for policy change:

Beth:

- Offered that her experience has been issue-orientated; mostly focused on advocating for school funding
- Spoke of need to know your goal and identify allies; have a clear plan, identify key spokespeople and develop succinct talking points
- Helpful to have a visual to share with policy makers- photos are good.
- Letter writing campaigns can be effective if you get enough people to do it.
- Advocacy efforts take a lot of staff time
- Need to always stay on message/use same talking points
- Everyone involved should get to know their City Council Member, County Commissioner & etc. personally
- Participate in lobby days
- Be brief
- Always follow up with thank you messages

Brian:

- Use simple and short key messages
- Have a media advocacy plan

- Need a “champion” – important to recruit/engage support of your champion early – easier to accomplish goal if the champion is willing to carry the banner forward
- Need a networking plan and to let people know, for example, that today is the day to write that letter
- Letters/other communication most effective if coming from the legislator’s constituency

Jimmy:

- Recognizes value of spending time building relationships with legislators and other decision makers.

Laurie:

- Echoed Jimmy’s comment; established relationships are good so you are not contacting them only to make an ask. Also helps bolster the organization’s position as “expert” on a topic, can be called on by policy makers for info and advice when you’ve established yourself as a trusted, known, credible source.
- Don’t discount power and value of connecting with legislative staff person
- For the present time, LCHAY will be striving for balance between hands on community activities and policy advocacy.
- There is always a lot going on quietly underground, not all advocacy work is (or should be) “attention grabbing”
- Need to take time (on-going) to build relationships with broad base of constituents- not just decision makers- so you have advocates to call on for action.
- Clarified comment made in an earlier conversation re: meeting with opponents of an issue. Brain and Beth indicated they would never do this. Laurie indicated that this was not done in a way that “tips your hand” but rather with those you would not usually consider allies but who may offer balance and perspective on your issue. It’s important to understand why some are opposed so you can effectively counter.

Jennifer:

- As a county employee cannot advocate for a particular policy, but can provide information and testify as a public health expert on topic
- Can assist with development of talking points, review LTEs & etc.

Laurie reported that the Task Force for a Comprehensive Obesity Prevention Initiative had convened. The 13-member task force was created by the 2007 Legislature to study obesity prevention and treatment and to develop ways to decrease obesity and obesity-related diseases in Oregon. The group is chaired by Dr. Bruce Goldberg (director, Department of Human Services) and includes state legislators, university and state health officials. Policy recommendations will undoubtedly emerge from this group for action in the ’09 session.

The board discussed restaurant menu labeling as a potential policy initiative for LCHAY to take the lead on locally:

Loren spoke of early voluntary efforts in Rochester, MN where they conducted a population-based cardiovascular risk-reduction program in an effort to make Rochester the healthiest place in the country. The project focused on changing social norms and was successful and engaging.

Jimmy commented that early research and data demonstrates positive impact of menu-labeling; also mentioned that this topic was considered by LCHAY steering committee.

Jennifer gave an overview of the county's position and available resources to devote to the issue. She has made contact and has support from her counterpart in Multnomah County.

Laurie has been in contact with several people including Commissioner Sorenson; he urged her to meet with other commissioners and expressed his full support. Laurie has also gotten valuable info and offers of support from Mel Rader of Upstream Public Health, and several other members of the Oregon Nutrition Policy Alliance- this group was instrumental in passage of Multnomah County's menu labeling order.

Laurie & Jennifer presented to the Health Advisory Committee and were favorably received, could be some help in the form of a recommendation to BCC from them. Laurie shared voter polling info conducted by Northwest Health Foundation. Their results indicate strong consumer/voter support for menu labeling statewide and locally.

The board agreed this initiative could be an opportunity to re-engage with the local medical society and other stakeholder groups.

Board gave "green light" to Laurie to continue to investigate this opportunity over the next month or two; will revisit the topic at September board meeting.