



**LCHAY**  
Lane Coalition for Healthy Active Youth

LCHAY Board of Directors  
Meeting Minutes  
February 12, 2009  
12:00-1:30pm at LCHAY Offices

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

Board Chair Jimmy Unger called the meeting to order. A quorum of the board was present.

#### **Housekeeping:**

- *Jimmy reviewed the agenda, no changes*
- *Laurie explained that the doors to the meeting area are locked. She or Lee will be available five minutes before each meeting to let directors through the door.*
- *The Minutes of the January 8, 2009 meeting were presented with the following clarification: Laurie had reported on LCHAY publicity in various community newsletters. The minutes were approved- as clarified- by unanimous vote.*

#### **Executive Committee Report**

Jimmy reported on the January 28, 2009 Executive Committee meeting.

The Executive Committee serves as the Nominating Committee for LCHAY. Jimmy presented the following slate of officers for the next LCHAY year beginning at the annual meeting:

Chair - Susan Ban  
Vice Chair – Colt Gill  
Secretary-Treasurer – Hillary Kittleson  
Past Chair – Jimmy Unger

Jimmy expressed the board's appreciation to Jennifer for her service as Secretary-Treasurer. He reported that Keith and Lee have each agreed to serve another three year term. Rueben Mayes of the Sacred Heart Medical Center Foundation has joined the Development Committee and will be asked to serve on the board. Julia Martin from ORI has been asked to serve on the Board and is visiting today.

The Executive Committee discussed the process for board decision-making regarding the Farm to School Measure. The committee referred back to the board a discussion about criteria to use when determining whether to invite guests to present information about initiatives.

#### **Resource Development Committee**

Jimmy reported that Reuben Mayes and Susie Walsh have joined the Resource Development Committee. Susie is Executive Director for Committed Partners for Youth (CPY) and will offer the LCHAY board training on resource development. A City Club presentation on menu labeling initiative is planned. A "save the date" card for Wonders of Walking was distributed to

the approximately 1,600 participants in the CPY Truffle Shuffle. Jorge noted the committee's discussion about renaming the committee to "Community Relations".

### **Run Walk Subcommittee Report**

Lee reported that he has a strong committee of seven members and they are planning for the summer "Wonders of Walking" event. The committee will need volunteers for the event.

### **Director's Report:**

- The TACS training on the fundamentals of financial management for non-profits was valuable. Laurie learned that an organization cannot separate program work from resource development and it is important to express the organization's fiscal picture in terms of the mission. She said the training recommended allocating costs by activities as opposed to allocation by grant. The organization should be in a position to accurately describe the costs to do the activities in order to reach the outcome.
- Laurie stressed the value of increased community relationships and a higher community profile for LCHAY resulting from the menu labeling campaign. She listed the presentations done and upcoming for the initiative.
- Laurie and Jennifer talked about the strategy of encouraging the Board of County Commissioners to assume their role as the Board of Public Health. In this capacity they have the authority to enact policy change that applies to all of Lane Co.
- Laurie reported that the e-newsletter is scheduled to be complete next week.
- Laurie referred board directors to the other items in the distributed report.

### **Discussion Items**

*Menu labeling initiative update:* The board discussed mobilization for the menu labeling and next steps. Jimmy encouraged the board to continue to press and not lose momentum. Laurie and Jennifer are developing an outline of steps needed to present the initiative to the Board of County Commissioners for approval. They noted that the Multnomah Board initial approval was in July of 2008 and the final product is being presented to that board in February of 2009. The process of writing the administrative rule will be equally complex for Lane County. Laurie and Jennifer are meeting with county attorneys, the county administrator and others to clarify the steps needed to move the initiative forward. They reported on efforts to increase community engagement. LCHAY board directors stated that the order should include specifics about preferred standards and not be too weak. Laurie reported that outreach to Eugene and Springfield City governments is underway. The statewide menu labeling initiative is making progress at the legislature. Jennifer noted that the concern is whether the state initiative pre-empts local district efforts which might be different or stronger than an adopted statewide plan.

### *Farm to School Endorsement Request*

Colt Gill and Keith Hollenbeck stated a possible conflict of interest. Should the Farm to School bill pass, their school districts could benefit. Colt referred to the board's adopted Conflict of Interest policy that indicates a conflict exists when a board director's organization would benefit. The board discussed whether a conflict existed. Hillary moved and Marion seconded a motion that Colt and Keith could participate in the discussion and vote on the topic. The board

unanimously approved the motion. The board recommended a change to the Conflict of Interest policy to make the policy clear and less broad.

The board discussed the request to endorse the Farm to School bill. It is currently a legislative concept (LC1615) and allocates funding to reimburse school districts that serve Oregon food products and produce. The allocation funds would come from the Oregon Department of Agriculture's economic development budget. Both Oregon Departments of Education and Agriculture support the bill. The request for LCHAY endorsement comes from the Willamette Farm and Food Coalition whose mission is to connect local growers with consumers.

A lengthy discussion ensued. Board directors expressed concern about the timing of the bill in light of the bad economy and massive cuts to state budgets. Board directors support the content of the bill but expressed concern about the new allocation of funds. The board discussed the risk if LCHAY supported an allocation during the current economic crisis and the risk of not endorsing a bill that is closely aligned with LCHAY mission.

Jennifer Jordan moved that LCHAY endorse the Farm to School Bill. Lee Shoemaker seconded. The motion failed in a tie vote. Those opposed: Colt Gill, Lee Shoemaker, Keith Hollenbeck, Hillary Kittleson. Those in favor: Susan Ban, Jennifer Jordan, Jimmy Unger, Marion Diermayer.

Jimmy asked Laurie to report back to the Farm to School Program Manager that LCHAY failed to pass a motion in support of endorsing the bill subsequent to a very thorough and heart wrenching discussion.

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

Minutes respectfully submitted,

Susan Ban