



LCHAY

Lane Coalition for Healthy Active Youth

LCHAY Board of Directors Meeting Minutes *Approved*

Thursday, January 10th 2008

12:00-1:30 PM

Amazon Community Center

Board Members Present: Jimmy Unger (chair), Loren Barlow, Jennifer Jordan, Terry Brooks, Beth Gerot, Jorge Navarro, Marion Diermayer, Keith Hollenbeck, Susan Ban, Lee Shoemaker

Guests: Althea Olds, potential board member; Chris Kabel, Program Manager for North West Health Foundation

LCHAY Staff Present: Laurie Triegeer, Sarah Cribbs, Heidi Hascall (left at 1pm)

Approval of December Minutes

Jorge moved to approve as amended, seconded by Beth; unanimously approved with the following amendments: include Keith Hollenbeck's attendance; remove word 'likely' from Springfield Schools to hire Balance Project Director (if grant is awarded).

Guest- Chris Kabel, MPH Northwest Health Foundation Program Officer

NWHF has shifted more to an "environmental impact through policy change" model; focus on obesity prevention; through their funding and technical assistance, grantees are able to leverage opportunities for future grants and partnerships. Their new RFP for Obesity Prevention/Healthy Lifestyles Projects is now open with an eye toward projects that foster collaborative efforts to create environments & policies that reinforce healthy behaviors; Chris advised there is only a modest amount of money to give away this cycle and it will be a competitive pool. Chris indicated he is impressed with LCHAY's work so far and advocates on LCHAY's behalf when seeking other funding sources, as appropriate.

Chris also gave a look ahead to the possible release of a Robert Wood Johnson Childhood Obesity Prevention Initiative. RWJ funds programs in 100 communities, with groups that have historically been disproportionately affected by obesity epidemic; focus is on policy & environmental change He indicated that the RFP posting may come in spring 2008 with five focus areas: physical activity in schools, nutrition in schools, nutrition in community, physical activity in community, reduction of screen time. Programs that address more than one area will be most competitive.

After Chris' presentation three LCHAY board members gave highlights of their involvement in local physical activity and nutrition projects and programs.

Terry Brooks spoke about her connection with school wellness programs and her involvement at Roosevelt Middle School; she became aware of problems promoting walking and biking to school and safety concerns of these activities and the link to larger obesity problems across the country; wanted sustainable program that impacts policy; worked as a parent advocate to help secure a Safe Routes to School grant; she continues to address policy issues at the district & city level and form relationships across groups.

Keith Hollenbeck reported on Springfield Public Schools (SPS) partnership with Willamalane: they offer physical activity and nutrition programs, free recreation activities & enrichment opportunities at every elementary and middle school throughout School District 19 (Springfield). Also run the We Can! program in collaboration with Willamalane, focusing on healthful nutrition and increased

physical activity. LCHAY helped nurture a relationship between SPS food service director and local Farm-to-School Program, resulting in SPS committing to work with Farm to School to improve nutrition for child health and increase locally produced foods offered in school cafeterias.

Lee Shoemaker is a Walking and Biking Coordinator for City of Eugene; he explained a new Pedestrian and Bicycle Action Plan has been developed with extensive community input (including LCHAY representation), next step is to find ways for community groups and the city to implement the plan. Goals of the plan include increased safety of biking and walking, building partnerships, helping promote bicycle groups; LCHAY is named in the plan on several action steps including advocating for mixed use development and supporting the addition of one Safe Routes to School site per year. This plan won't be a policy document but a set of guiding principles and actions to be adopted by city manager.

The group then had a Q&A regarding opportunities for further NWHF funding, particularly around how to best organize funding in collaborative efforts to meet common goal (e.g., farm to school implementation and sustainability of projects)

Laurie delivered her Director's Report which looked primarily at some key issues, challenges and decision points regarding organizational systems and resource development. While not all issues raised need immediate resolution Laurie recommended the board be aware and think of those issues in light of the upcoming retreat- what does the organization want for itself long term and what actions need to be taken now to help get us there?

Board composition and recruitment

Jimmy introduced and welcomed new board member Lee Shoemaker and Althea Olds a prospective board member. Laurie and Jimmy are meeting with Colt Gill, Bethel Schools Superintendent, to assess his interest in serving. Bill Klupenger (guest last month) decided not to join right now due to other commitments but asked that we check back with him in six months. There was a brief discussion of other potential board members and the need to identify gaps such as expertise in business, financial planning, attorney (501(c)3 filing experience, etc.

Jennifer Jordan presented on "Unnatural Causes: Is Inequity Making Us Sick?" an upcoming PBS documentary series and Public Impact Campaign designed to get people to look at public health in a new way. There is an opportunity to become a partner in the public impact campaign which helps reframe community health overall and promotion of healthy behavior. The board voted unanimously (Jennifer moved, Susan seconded) that Laurie should explore possibility of community partnerships to take part in the campaign through hosting screenings, forums and/or other events.

2008 Meeting Calendar was reviewed:

- Board Retreat is Saturday February 9th 12:30-5pm
- Next regularly scheduled board meeting is Thursday February 14th at Noon- *do we want to meet then in addition to retreat in February?*
- Regular monthly board meetings will continue to be 2nd Thursdays at Noon

Adjourn at 1:30