



LCHAY
Lane Coalition for Healthy Active Youth

LCHAY Board of Directors Meeting Minutes
March 12, 2009
12:00-1:30 PM

Board Present: Jimmy Unger, Jennifer Jordan, Hillary Kittleson, Susan Ban, Beth Gerot, Lee Shoemaker, Marion Diermayer, Keith Hollenbeck, Loren Barlow, Colt Gill

Board Absent: Jorge Navarro, Althea Olds, Bob Keefer,

Staff Present: Laurie Trieger

Call to Order: President Jimmy Unger called the board to order at 12:03 and reviewed the agenda. A quorum of the board was present.

Minutes: Noting that “TAC’s should be “TACS”, Jennifer moved approval of the Minutes from the February meeting and Loren seconded. The board approved by unanimous vote.

Director’s Report: Laurie gave the directors report highlighting several activities:

1. The Trainsong OPT project is going well. Jennifer and Jorge have participated. The community is engaged and has started a Neighborhood Association. At the last meeting representatives from City of Eugene Parks and Recreation helped participants understand how to access the city. In April the group will consider food access, healthy foods and explore community garden options. Jennifer noted that the community has expressed appreciation for Laurie’s facilitation. Laurie reminded the board that the goal is to help residents be effective advocates for their neighborhood.
2. The Springfield Farmer’s Market will open May 8. Laurie is working with NEDCO on a grant proposal to Northwest Health Foundation, which will benefit LCHAY. The goal for the grant is to support the market’s efforts to increase access to healthy food for low income and food stamp users. Willamalane is also a partner in the market. The grant is due next week with award notification in late June. Funds would be available in August.
3. The IRS application is in the mail.

Laurie noted that another pending grant would be from Health Policy Northwest to Robert Wood Johnson expanding the OPT Trainsong project with resources to roll out the curriculum into other communities. Laurie and Loren reported on the visit by Tom Aschenbrenner, Director of the Northwest Health Foundation to SHMC at Riverbend. Several LCHAY advocates were present. Laurie noted that Tom expressed appreciation for the NWHF board. She, in turn, expressed appreciation to LCHAY board members and noted that the LCHAY board has strong and broad community representation. Laurie’s menu labeling advocacy has resulted in strong positive response by regional mayors. Laurie reported that Heidi is leaving LCHAY. She will continue to be closely connected to LCHAY through her work at Health Policy Research Northwest.

Committee Reports:

Executive Committee – Jimmy reported that Rueben Mayes has said yes to serving on the board and chairing the resource development committee. The committee also considered Chad Williams, 4J Food Service Director, as a board replacement for the seat Beth Gerot will vacate. After discussion of the contribution Chad would make to the board, board directors encouraged Jimmy and Laurie to meet with Chad and propose board directorship. Chad and Rueben will be presented at the April meeting.

Run Walk Committee – Lee reported that the Run Walk committee met at the end of February to organize the event. The next meeting will be later in March. The working committee's seven members all have specific tasks to pursue. They determined that the costs should be kept low for families to encourage participation. Lee reported that the committee will invite the Mayor Piercy and are exploring other options for inviting celebrities. The committee is pursuing event sponsors and will need to identify a lot of event volunteers.

Laurie raised the question of sponsorships for this event and how best to relate to a for profit promoter. Board discussion followed leading to an agreement that sponsor relationships could be sustained to support LCHAY non-profit events as those are planned in coming years.

Board discussion:

Budget-Financial Review – The board was directed to two hand-outs. One was a revised budget for the current fiscal year. The second was a year-by-year timeline that identified grant funding timelines. Laurie reviewed the budget explaining the specific line differences from the budget originally adopted for the fiscal 08-09 year. She reported that the Budget and Finance committee will meet soon to look at the 08-09 year financials and begin to project the 09-10 budget. Laurie noted that grants provide 90 to 95% of all the organization's revenue. Hillary commented that LCHAY's annual budget is about \$100,000 per year. That amount is secure through the current year. Forecasting into 2010 and 2011 fiscal years, though, there is a gap between projected revenues and expenses, even when the pending grants are included. Board directors expressed appreciation for the financial presentations that help clarify the financial situation for LCHAY.

Menu Labeling – Laurie reported that the current focus is outreach with two efforts. One outreach effort is to groups or individuals that are likely to be mobilized to action, such as contacting commissioners. The other outreach effort is to groups the Board of County Commissioners asked to have contacted. The second effort is nearly complete. A result of the first effort is tremendous support from some of the county's Mayors. Laurie described the work of the steering committee for the initiative. The steering committee includes several LCHAY board directors. The continuing work will be to increase community citizen advocacy and ask citizens to contact their County Commissioners encouraging support, including public testimony at BCC meetings. Laurie reported that the statewide effort has drawn much attention. The House Bill to support is sponsored by Kotek and Morrisette and numbered HB 2726. The bill to oppose is HB 2982. Laurie will distribute a document that compares the two bills.

Initiative Support: The question for board discussion was "how do we process initiative support requests and when do we invite initiative advocates to attend board meetings?" Laurie reminded the board of the adopted advocacy policy. Jimmy asked Laurie to explain the recent situation

that led to this question. There was much discussion leading to the formation of a motion by Keith and seconded by Marion, subsequently withdrawn after a suggestion by Colt.

The language will be considered, possibly as an addition to the advocacy policy or perhaps as a motion at the next meeting. “When LCHAY is asked to endorse an initiative, the Executive Director must determine that the initiative is tightly aligned with the LCHAY mission before the question is forwarded to the board. The Executive Director may consult with the Executive Committee of the Board to make this determination. Once it is determined that the initiative reflects LCHAY’s purpose, the initiative representative will be asked to present written material to the board prior to the board meeting. The representative may attend the LCHAY board meeting to provide a brief review of the written materials and to be available to answer clarifying and extending questions. Following the presentation, the representative will be asked to leave prior to the board’s deliberation determining whether LCHAY will endorse the initiative.

Board Goals Progress Check: Jimmy reported to the board that a new, revised and consolidated calendar was now available. Now that many of the inaugural activities for LCHAY have been completed, this new calendar can serve as a generic annual calendar. Looking at the annual activities, Jimmy reported that LCHAY appeared to be staying on schedule. Hillary suggested that current initiatives listed on the calendar might be helpful. Laurie will add a box that identifies four major calendar initiatives: Trainsong OPT, Menu Labeling, Springfield Farmer’s Market, and Safe Routes to School and include major milestone timelines.

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

Minutes respectfully submitted,

A handwritten signature in black ink that reads "Susan Ban". The signature is written in a cursive, flowing style.

Susan Ban, Vice-Chair