



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

Board Absent: Loren Barlow, Brian Terrett, Jorge Navarro, Althea Olds, Bob Keefer, Colt Gill,

Staff Present: Laurie Trieger

President Jimmy Unger called the board to order at 12:05 and reviewed the agenda. Announcements were made:

- Jennifer reported that Karen Gillette of Public Health will be attending a national conference on obesity and tobacco prevention. Laurie will send a matrix of LCHAY program activities for Karen to share.
- The Spanish language brochures are done and will be available soon.
- A “Youth in Nature” event is planned at the Shedd for the coming week. Board members have been invited to participate in the conference.

Board Meeting Minutes: The September Meeting Minutes were presented and approved as distributed.

Executive Director Report: Laurie asked the board to comment on the format and content of the report. The retreat work has helped Laurie to focus on projects. She reviewed the items in the report. In discussion about the office space, it was suggested that a letter of appreciation be sent to the City. Jimmy agreed to write the letter for the board. The Community Health Partnership annual meritorious genius award was described and the board responded with applause. Laurie noted that the work on financial systems was complex and progress was slow. The application for 501-c-3 is in the final stages of preparation. Hillary and Susan agreed to be reviewers for the application before it is submitted.

Committee Reports: The Executive Committee met to fine tune the action planning calendar developed at the retreat. The Executive Committee also worked on the strategic steps in the menu labeling initiative. The Resource Development committee needs to be revived with new members and a new chair. The committee recommends approval of the “Wonders of Walking” fund raising event scheduled for July 2009.

LCHAY Calendar Review: The board reviewed the calendar and approved it with some changes:

- A review of policy is added in May
- Resource Development activities (strategy and board training) were moved to accommodate the necessity of repopulating the committee and appointing a chair.
- The Five Year Anniversary planning was assigned to the Resource Development committee and the board agreed that discussions about the purpose of the celebration should start in January of 2009. Planning for the event will depend upon the scope, targeted audience and purpose.
- Training for a speakers’ bureau and for the board was added to the list. The training would support advocacy for the menu labeling initiative as well as basic information about LCHAY and the obesity epidemic.
- Laurie explained the concept of the Round Table scheduled for December. The event provides an opportunity for education around the menu labeling initiative for a diverse group of stakeholders.
- Development of menu labeling initiative talking points was added to December 2008.

- The question of whether and when a major conference should be scheduled was discussed. This was added as a sub-category under Programmatic Strategic Actions.

Board Retreat: The board was favorable in their review of the retreat outcomes. It was noted that the distinction between “old” and “new” board members was extinguished by the retreat. Board directors were very positive about the action plan and noted that it clarified the “why” question about LCHAY’s work as well as increasing the awareness about the significance of resource development for the organization. The articulation of criteria for programmatic initiatives has been very useful for staff and for board directors. The Board affirmed the shortened mission statement and added “in Lane County”: “prevent childhood obesity and related diseases in Lane County.”

Menu Labeling: Laurie reported that LCHAY had signed on to the ONPA Menu Labeling initiative, indicating the organization’s commitment and level of involvement for a range of activities. Laurie, Jimmy and Jennifer had met with four out of five county commissioners. The board discussed the next steps for public official contact.

Round Table: As part of the menu labeling initiative, a Round Table has been scheduled for December 9 from 10 to noon. The event is modeled after the Portland event attended by Laurie and Jennifer. ORI will host the Round Table and two guest presenters (Mel Rader of Upstream Public Health and Sonya Manhas of Multnomah County Public Health) will help orient Lane County stakeholders to the initiative process. The board discussed the invitation process, identifying local stakeholders and how to connect with them. The goal of the Round Table is to inform people about the issue and provide a “call to action” to help with the menu labeling initiative in Lane County. Laurie was asked to provide the board with a list of local restaurants that would be impacted by the initiative. It is not yet clear what the initiative would require of restaurants for labeling information or format. These will be discussed at the round table and decided as the strategy moving forward is developed. Jimmy encouraged board members to support Laurie in her work moving the initiative forward.

Action Items: Lee and Marion agreed to help Laurie plan a lunch meeting for December. The social meeting will be at the regularly scheduled board meeting time on December 11.

Wonders of Walking: The event in 2008 was well organized. A 2009 event is scheduled for mid July and LCHAY is encouraged to increase involvement to promote the event and increase the number of families involved. The board agreed to support the event and will delegate the details to the Resource Development Committee which will be asked to designate a liaison for planning purposes.

Fifth Anniversary Celebration: This conversation was deferred to a subsequent meeting due to time constraints.

Resource Development Committee: Board directors were asked to email names of possible R/D Committee members to Jimmy for consideration. Several names were discussed.

The meeting was adjourned at 1:37 p.m.

Minutes respectfully submitted,



Susan Ban, Vice-Chair