



**LCHAY**  
Lane Coalition for Healthy Active Youth

LCHAY Board of Directors Meeting Minutes  
**September 11, 2008**  
**12:00-1:30 PM**

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**Board Present:** Jimmy Unger, Jennifer Jordan, Colt Gill, Hillary Kittleson, Bob Keefer, Susan Ban, Jorge Navarro, Althea Olds Selover, Brian Terrett

**Board Absent:** Loren Barlow, Beth Gerot, Lee Shoemaker, Marion Diermayer, Keith Hollenbeck.

**Staff Present:** Laurie Trieger

President Jimmy Unger called the board to order at 12:04 and reviewed the agenda. Announcements were made.

**August Board Meeting Minutes:** The August Meeting Minutes were presented. Several corrections were made and the Board unanimously approved the minutes as corrected. The board clarified implementation of the adopted leave policy reflected in the August minutes. Susan Ban will prepare a written policy for the organization based on the adopted motion.

**Executive Director's Report was delivered:** The OHVI LCHAY run will be postponed due to the hospital move. OHVI wants to schedule one for late next summer. LCHAY will contact them in January to initiate planning.

Laurie expanded on her report about the Springfield Farmers' Market. The survey results show that the existence of the market increased people's use of fruits and vegetables. The number of respondents was impressive. Survey results indicate that the market brings people to downtown and that there were still newcomers to the market on the day of the survey.

The E-Newsletter will be sent out next week.

Laurie discussed the September 24 general meeting. Presentations will cover the Teen Advocacy Council, House Bill 2650, the Farm to School program, changes in Springfield School food program, and Safe Routes to School programs. The meeting theme is "back to school."

Laurie reported on the Pro-Walk/Pro-Bike conference in Seattle. Participants were primarily public planning professionals and came from all over the world. There was a strong contingent from Eugene. Public health concepts are growing in a field that has had a public planning/built environment bent. Networking opportunities were valuable at the conference as was traveling with the Eugene group. Safe Routes to School programs and transportation policy discussions were most relevant to LCHAY and Laurie advised the board that discussions about the future shape of Safe Routes to School could ask where the program's administrative home should be located and who the program will serve.

Jennifer reported that she and Lee Shoemaker will present a workshop on Public Health and the Built Environment at the Public Planning Conference at UO Lillis Building.

**Executive Committee Report:** Jimmy Unger reported on the Executive Committee meeting. The committee discussed how best to acknowledge Terry Brooks' significant contribution to LCHAY and decided to make a contribution to Stand for Children. The committee worked on arrangements for the

retreat. Jimmy will do mid-year check-ins with board members by phone. The committee determined that LCHAY support of the ISEE run made sense but tabling at the run was a low priority for staff time.

**Budget and Finance Committee Report:** Jennifer reported on the budget and finance committee meeting. The committee discussed grants and funding timelines, how best to use Laurie's time and what kind of work the fiscal consultant should do. Hillary described a two tier process for Janice Addi, the accounting consultant. The first phase would be to develop an analysis of LCHAY's grant history that describes past history and projects future cash flow based on existing grant allocations. The second job will be to set up a structure for non profit accounting activities including a procedures manual, processes for payroll, internal controls and other policies, systems and protocols.

**Board Retreat:** Jimmy asked the board to describe outcome expectations for the upcoming retreat. The retreat is October 16 from 1 p.m. to 5:30 p.m. The location will be announced.

Hillary identified two hopes: (1) that the board will have a clear financial picture of the current situation and where the organization needs to go in the future and (2) that the board will clarify the activities that flow from the mission. Hillary noted that the mission says "mobilize the community". There is a question about LCHAY's role in providing direct service versus the role of gathering people to mobilize their actions.

Colt hoped the retreat would help the board better understand what LCHAY stands for. LCHAY does not yet have clear criteria or filters to help us determine which projects merit our involvement.

Jennifer noted that public health initiatives around obesity prevention are very new. There are emerging research based best practices. For all public health initiatives, there is a balance between advocacy and program activities. Jennifer agreed to provide information on chronic disease and community approaches to fighting obesity.

Bob stated that he hoped the retreat would help LCHAY adopt a goal that is doable and measurable. He described LCHAY as an "extension agent" to educate the community and also involved in advocacy and sometimes a direct provider of activities. LCHAY must identify specific goals so that results can be measured.

Jorge described LCHAY as a "work in process." He sees the organization's role as a community organizer with advocacy as its primary role. Direct service is not as much part of the organizations role. LCHAY should be in partnership with other community organizations. The question is how to fund activities. It is LCHAY's role to get the whole community to say, "yes, this is important." LCHAY provides inspiration and guidance.

Brian hoped the retreat would allow board members to get to know each other better.

Jimmy stated that LCHAY's primary role is advocacy. Advocacy, though, is built upon community education and community outreach. In order to make sustainable change, one has to change policy.

Hillary added that when communities are in crisis and real change is needed, policy is the tool to effect change. Bob commented that change requires people to take personal responsibility. It has to be very important to the individual to effect change.

Laurie commented that the conversation illustrates the need for balance between constituent will and political will. The board agreed to continue the conversation about advocacy at the retreat.

Laurie asked that board directors let her know what information will be helpful to review before the retreat and how far ahead of time they would like to get retreat materials.

**Menu Labeling Initiative:** At 12:58 Mel Rader, Executive Director of Upstream Public Health joined the conversation by phone.

Laurie, Jennifer and Jimmy described the conversations with Commissioners Sorenson and Stewart and reported that two more appointments with commissioners were scheduled for next week. Jennifer noted that Commissioner Stewart had expressed support for increased funding for obesity prevention efforts and might be an ally in legislative initiatives at the state.

Mel described the work of Upstream Public Health. The organization works on public policy initiatives statewide and works with a statewide advocacy network. They have worked to get junk food out of schools and supported tobacco initiatives, farm to school programs, and healthy community design projects. They chose menu labeling as a high impact and low cost way to address the obesity epidemic.

Mel described the history of the Multnomah Menu Labeling initiative process:

- The ten to twelve organizations of the Oregon Nutrition Policy Alliance identified an interest in promoting nutrition labeling and formed a working group to build the ordinance.
- The group chose a county-wide initiative as opposed to launching a state-wide effort
- The group identified a commissioner as Champion for the initiative.
- Individual meetings with commissioners by the group were followed by health department meetings with commissioners.
- In the beginning there was strong commissioner support.
- Multnomah Co Public Health drafted the recommendation
- Multnomah Co Public Health took the recommendation through a stakeholder review process, including review by the Restaurant Association. Changes were made based on comments.
- As the proposal moved forward, the Restaurant Association mobilized and the commissioners' votes changed
- ONPA and Upstream organized a grass roots push and engaged their allies including the American Heart Assn, Onward Oregon and many others to mobilize the masses. This generated overwhelmingly positive email support that swayed the Commissioners.
- The proposal won final approval by a four to one vote.

Mel reported that the Multnomah Health Dept. did much of the work and that advocacy groups played a key role in mobilizing public support. He listed several key points:

1. It is important to do a good assessment of the commissioners. Know where they stand on key issues and whether they are easily swayed.
2. Anticipate what the Restaurant Association's objections will be and prepare the commissioners for this opposition.
3. Get the commissioner's support "on record" by having them report it to a colleague or make a supportive statement publicly in front of the Chair of the board. Organize a meeting with two or more commissioners. Have them make a promise of support to the Chair.

Mel noted that much of the work involved in developing policy content and materials is already done. He reported that the media coverage of organizing the campaign has been very positive for his organization. There will be a push for a statewide bill in 2009 and the Restaurant Association will try for pre-empting counties. If Lane County had a policy on the books before the end of the '09 session, it would help the statewide effort.

Mel advocated for a stronger labeling requirement in Lane County than the one adopted by Multnomah County. Because it was a first effort in the state, the Multnomah initiative was compromised. He suggests that Lane try for a requirement that would list more nutrition information.

In response to a question, Mel described the changing tactics and messages of the Restaurant Association. It is not clear what argument they might make in opposition to future initiatives. Responding to another question, Mel reported that the successful adoption of the menu labeling requirement by California will improve the chances that Oregon will adopt a state-wide measure. He then described the amount of his time as director the initiative process took (10 to 15 hours a week for several months and then full time as the hearing got closer).

Mel left the meeting at 1:25.

The board discussed the initiative opportunity and LCHAY's role.

Jorge stated that it is a good grass-root effort for LCHAY and that the Restaurant Association does not have the same kind of grass-root support.

Bob asked whether menu labeling has an actual impact and whether there was research demonstrating that people's behavior changed as a result of menu labeling. He also expressed concern that a failed initiative process could damage LCHAY's credibility.

Jimmy commented that menu labeling was one effort that helps create an environment where people have the information necessary to make an informed choice. He cited a recent Journal of Public Health article that showed menu labeling reduced caloric consumption by an average of 52 calories.

It was decided to delay a decision about the initiative effort until the board retreat, where criteria for LCHAY involvement will be discussed. In the meantime Jimmy, Laurie and Jennifer will continue their scheduled meetings with the commissioners.

The meeting was adjourned at 1:37 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