



LCHAY
Lane Coalition for Healthy Active Youth

LCHAY Board of Directors Meeting Minutes *Approved*
September 10, 2009
12:00-1:30 PM

Board Present: Susan Ban, Colt Gill, Jimmy Unger, Hillary Kittleson, Lee Shoemaker, Marion Diermayer, Sarai Johnson, Jennifer Jordan (by phone until 12:45)

Board Absent: Jorge Navarro, Keith Hollenbeck, Bob Keefer

Staff Present: Laurie Trieger, Layne King

Guest: Chris Kabel, NW Health Foundation

Call to Order: President Susan Ban called the board to order at 12:05. She introduced Sarai Johnson as the new “Scholar on Board” board director. The Scholar on Board Program is sponsored by the University of Oregon’s School of Planning, Public Policy and Management. Sarai has been the NEDCO staff person working on the Springfield Farmers' Market with Laurie.

Agenda Review: Susan moved the education item ahead of minutes approval and announcements.

Information and Education: “Sugar Sweetened Beverage Tax”

Laurie introduced Chris Kabel of NW Health Foundation (NWHF) and discussed LCHAY’s close links to NWHF, as grant recipient, training beneficiary, and partner in policy advocacy. She explained that Sugar Sweetened Beverage Tax is being developed as a policy option for the 2011 legislative session. The hope is that the policy advocates will have learned from the menu labeling campaign. They are doing earlier coalition building and working across the state to develop a broader coalition of policy partners.

Chris then presented a “Case for a Sugar Sweetened Beverage Tax” using PowerPoint slides which will be sent to board members. He noted that large increase in consumption of sugar-sweetened beverages (about 50 gallons per person per year) and its effect on public health. He discussed projections related to revenue generation and effect on consumption of a half-cent tax per ounce. He also discussed potential uses for the revenue and likely opponents of such a tax. Finally, he noted that it will be important to have a broad coalition of interest groups and individuals supporting such a tax.

Minutes: The minutes of August 13, 2009 were unanimously approved, after an amendment to remove Keith Hollenbeck from the list of those absent (the draft minutes had included his name as both present and absent).

Introductions: Laurie asked Layne King, LCHAY’s new half-time Project Coordinator, to introduce herself. Layne said both her work and personal interests revolve around physical activity, nutrition and wellness. She also works as Assistant Wellness Coordinator and part-time faculty member at Lane Community College. Layne said she has a two-year old son and has a deep passion in the area of children’s wellness.

Director’s Report: Laurie reviewed the director’s report that was included in the packet, highlighting the following:

- Staffing: In addition to Layne’s new position, Laurie will have a U of O intern working in the office ten hours per week on administrative and technical (web site) support. In addition, in mid-October LCHAY will host an Oregon Health and Science University dietician intern who will assess the viability of a Healthy Corner Stores initiative. This will be a six-week placement, for 32 hours a week.
- Resource Development: LCHAY has been awarded \$5,000 from Northwest Health Foundation to support a film and discussion series. Pacific Source Foundation will provide a \$500 sponsorship of the RiverBend Run/Walk and The Nike Store is providing \$300 worth of gift cards, as well as promotion in the store and race volunteers. She believes the race will net LCHAY about \$2,500. She also noted that this race is a great fund raiser since the event itself aligns so well with LCHAY’s mission.
- Events: A customer survey at the Springfield Farmers’ Market has been moved to October 2 to coincide with a harvest festival at the market. On October 7, LCHAY will host a presentation by Mel Rader from Upstream Public Health on the Health Impact Assessment his organization conducted regarding reducing vehicle miles travelled in Oregon. Susan suggested contacting Mark Pangborn at Lane Transit District about linking with the United Front (join local public agency lobbying effort) regarding this topic.

Committee Reports: Susan noted the reports in the packet from the Executive Committee meeting and the Budget and Finance Committee meeting. Lee thought the board nominating committee would be meeting the week of September 23.

Action Items:

1. New Board Member

Jimmy moved, seconded by Colt, to accept Sarai Johnson as a full, voting member of LCHAY for a one year term. The motion was passed unanimously.

2. Unemployment Insurance

Hillary called the board’s attention to the two State unemployment options and discussion presented in the notes from the Budget and Finance Committee meeting of September 1. Colt moved, seconded by Jimmy, to approve the “tax option” as described in the notes. The motion was passed unanimously.

3. Amendment to Financial Policies.

Hillary called the board’s attention to the proposed amendment to LCHAY’s financial policy D1 regarding the grant approval process. She noted that the purpose of the amendment was to give the Executive Director sufficient flexibility to pursue and submit appropriate grants between board meetings. Colt moved, seconded by Marion, to approve the Budget and Finance Committee’s recommended amendment, as follows:

The Board of Directors will approve all grant applications ~~prior to submission~~. For grants over \$10,000 or outside the activities or initiatives in the board approved work plan, the board must approve grants prior to submission. For grants under \$10,000 and which support the activities or initiatives in the board approved work plan, the Executive Director must submit the grant for board approval no later than the next regularly scheduled board meeting after submission.

After some discussion, the motion passed unanimously.

4. Bookkeeping Services for 2009-10

Hillary noted that LCHAY's recently adopted Financial Policies document calls for annual board appointment of bookkeeping services. She said this appointment would normally occur in the late spring, at the time of the adoption of the budget for the next fiscal year. She said the Budget and Finance Committee recommends continuing the services of Janice Addi for 2009-10. Lee moved, seconded by Marion, to approve contracting with Janice Addi for bookkeeping services for FY2009-10. The motion was approved unanimously.

Other Discussion Items

Laurie said LCHAY had been asked to join as a partner in a community organizing grant related to preparing to advocate for a Sugar Sweetened Beverage Tax. She asked board members for direction on this matter, since the board's strategic plan is still in process. After some discussion, the board directed Laurie to proceed with activities that would keep her and the board informed and use her discretion on whether LCHAY should agree to be written into the grant (the deadline is prior to the October board meeting).

Jimmy announced that the Oregon Pediatric Society is making a greater commitment to the prevention of childhood obesity. He will be making a presentation at the Society's annual retreat.

Susan announced she will be meeting with the direction of Ophelia's Place about co-sponsoring a "Girls on the Run" event and related activities.

Colt announced that he and Laurie would be meeting with Kidsports Executive Director Bev Smith about how Kidsports and LCHAY can work together.

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

Minutes respectfully submitted,

Hillary Kittleson, Secretary/Treasurer