



The mission of Breastfeeding USA is to provide evidence-based breastfeeding information and support, and to promote breastfeeding as the biological and cultural norm.

Breastfeeding USA, Inc.

Email Address: bod@BreastfeedingUSA.org Website: <https://BreastfeedingUSA.org>

Breastfeeding USA

Board of Directors

Public Meeting Minutes

Date: 1/28/2016

Time: 8:00pm EST

Location: Via Conference Call

<https://global.gotomeeting.com/join/272137077>

You can also dial in using your phone. United States +1 (224) 501-3412 Access Code: 272-137-077

Recording of the meeting:

<https://drive.google.com/a/breastfeedingusa.org/file/d/0B0vvvC0Z3pVfRUwxVjBvczVCWGM/view?usp=sharing>

Call To Order

The meeting was called to order at: 8:02pm

Roll Call

Board Member Attendance:

Genevieve Thomas Colvin	President	present
Toi Lowe	Vice-President	present
Rachelle Lesteshen	Secretary	present
Carol Delaney	Treasurer	absent
Sharon Knorr	Director	presei
Ali Kulenkamp	Director	present

Rebecca Ruhlen	Director	present
Cynthia Sears	Director	present

I. Approval of Agenda

Motion: Motion to accept the Agenda.

Support: Cynthia moved to accept the agenda. Sharon seconds the motion.

Ayes: 7 Nays: 0

II. Consent Agenda *(See Appendix A): The Consent Agenda is a listing of Board Actions taken by “unanimous written consent” or through Closed Board Meetings, as per the Breastfeeding USA Bylaws, Section 3.1 and Section 3.3.*

Motion: Motion to accept the Consent Agenda.

Support: Sharon moves to accept consent agenda. Toi seconds the motion.

Ayes: 7 Nays: 0

III. Treasurer’s Report *(See Appendix B)*

Motion: Motion to table the treasurer report

Support: Ali moves to table the treasurer report. Rebecca seconds the motion.

Ayes: 7 Nays: 0

IV. Old Business

a. 9th Director

Discussion: Sharon summarizes that the Board has the discretion to have as few as 5 and up to 13 board members. She states that over the years, the board has operated with different numbers of board members and says 9 is a good odd number that provides a diversity of opinion, but it is not too many to be cumbersome. Sharon also notes that this does not mean we won’t have more board members in the future, but that right now we would be comfortable with 9. We’ve been discussing as a board and we wanted to fill that position to bring it back up to 9. Genevieve pointed out that we wanted to make sure we did our due diligence per bylaws on how we went about filling the open spot. In the past two elections, 2 people were nominated and had run, but weren’t weren’t elected to the board. The Board reached out to those 2 people and discussed the open 9th seat. Ginger Gorrell expressed interest in the seat..

Motion: Motion to appoint Ginger Gorrell to 9th Board of Directors seat

Support: Cynthia moves to appoint Ginger Gorrell to the open 9th seat. Rebecca seconds the motion.

Ayes: 7 Nays: 0

V. New Business

a. Approve Revised Election Policy (See Appendix C)

Motion: Motion to table the revised election policy approval

Discussion: Not in total consensus and needs more work. Sharon notes the extensive work that the last Elections Committee took to provide input into this revised policy. It's important to flesh out the structure and how the elections will be done in the future. No need to reinvent the wheel for every election. Ensures future elections run smoothly and wouldn't be so much work for committee members to put together the election every year. This policy also makes sure we are following the by-laws and doing everything by the rules. Genevieve points out that we are very close to completing and that there's just a bit more work needed on supporting the secretary of the board and how the voting roster is compiled. Need to resolve in next 2 weeks. Genevieve will be reaching out to everyone.

Support: Genevieve moves to table the approval of the election policy. Ali seconds this motion.

Ayes: 7 Nays: 0

b. CE Modules

Discussion: Internal CEs Ad Hoc committee was created. Sharon has a timeline, has volunteers, need to get everyone enrolled. Couple of modules ready to go. Rebecca has touched base with library manager, Megan Hartless, who is in charge of enrolling and will be getting everyone in very soon. Genevieve: Who is tracking the CEs? Who's keeping an eye on that? We have a form for BCs to fill out, but is there one person who is monitoring those? ,The workgroup is aware of this task and need, but lack volunteer and system. Sharon: it's an ongoing discussion. It's tracked currently on a spreadsheet, but no one in charge. Needs more discussion. This is critical for voting member roster since CEs are part of our requirements. Sharon: Because of the lack of internal CEs up until this time, we have been waiving this requirement. How can we start requiring CEs for this next election?

Action: Next meeting, CE workgroup to request that the Board MOVE to waive the CE requirement for voting in next election.

Rationale: That we must provide a roster of voting members that is consistent with our requirements, and we need to provide a waiver for those who would normally

be required to have completed their CE requirement, because we have yet to formally implement our Internal CE program.

- c. Case Report Action Plan: *From the Consent Agenda, there was a Compliance Officer and Ethics case report and action plan. The BOD is dedicated to implementing the recommendations. There are three actions:*

- 1. All Breastfeeding USA Chapter Facebook pages and groups should include the relevant Regional Support BC as a member of the page/ group. This promotes oversight.*
- 2. All Breastfeeding USA Chapter Facebook pages and groups should have more than one BC as Admins. If there is no other BC in the Chapter, the role can be served by the Regional Support BC, or another designated BC. This promotes support for the original BC in charge of the forum.*
- 3. All BCs who serve on Chapter Facebook pages and groups should be given a copy of good practices for online counseling and communication once developed.*

Volunteer Chair also recommends that all Facebook pages and groups add feedback@breastfeedingusa.org to their info or "About" section to give the public a way to provide feedback to the organization confidentially.

Discussion: Toi: Who is responsible that chapters/pages/groups meet these requirements? Genevieve, maybe BC support? Mia Gonzalez said BC support is prepared to take this on via web call chat message. Genevieve: emails to feedback@ go to Compliance Officer and Ethics Committee and they alert the Board if there is something we need to be involved in or they handle issue internally. This is a good way for us to have oversight and ensures that there is a consistent message going out. Ali: these are very thoughtful recommendations and that these will benefit everyone. Only concern was who was responsible for making this happen. Social media can help assist/collaborate with BC Support. Cynthia is pleased with these recommendations. Sharon: Our ongoing online presence is one of the strongest things about our organization, but it is also the possible source of the biggest problems for the organization because things happen online quickly. Oversight is difficult. Guidelines are so important so we have consistent messaging and presence across chapters and national. Need to keep paying attention to. Make sure we have guidelines, especially for those new to social media/online presence. Make sure this doesn't become a liability. Genevieve: Need to finish Social media policy. Do we need a small group to review draft policy and make feedback outside the board? Toi: BC guide #3 whole section on moderate discussion forums. Genevieve we need a policy that cross references to BC guide and other existing policies. Current Online Communications Policy is geared towards email communications. Board cannot complete this.

Action: Genevieve asks for volunteer (Cynthia) work with Mia to implement these action steps and to put call out for small group to finish social media policy.

Rationale: We need to cross reference our draft social media policy with existing policy and guidelines before we can approve it.

d. Report from USBC LSP constellation meeting (See Appendix D)

Motion: Motion to receive the report as read.

Discussion: USBC requested that we dedicate personnel that is consistent to these meeting. BOD nominated Lisa Wilkins to be the member who attended the LSP constellation meeting. Three other advocacy workgroup members that are also assigned to USBC representation, which includes, Jenn Veit, Beth Lichy, Rebecca R. Lisa Wilkins. We just need to ask Advocacy for a list of prioritized recommendations in an action plan. (no more than 3 items.) Rebecca interjects that she is one of the USBC reps, but not a member of Advocacy. (This role can be replaced by another advocacy member.)

Support: Rachelle moves to accept the report as read, Ali seconds.

Ayes: 7 Nays:

e. IT Update/New Website Update (See Appendix E)

Motion: Motion to receive the report as read.

Discussion: Susan provided an amazing report. Website Launched Dec 6th. Lots of positive feedback. Continues to work in progress. Agile project manager application helps us keep track. CRM program in the works. Completed work with last designer. Contracting with a new support person. Need volunteers. Rachelle discussed the design choices for the website (also included in the report in Appendix E)

Support: Sharon moves to received the report as read. Rebecca Seconds.

Ayes: 7 Nays:

f. Volunteer Services Update (See Appendix F)

Motion: Motion to receive the report as read.

Discussion:VS has created a list of accomplishment for 2015: BC support is fully staffed, BC regional support people are contacting BCs regularly. developing BC Support procedures, - see report for more, including plans for 2016: volunteer appreciation program, etc.

Support: Toi moves to receive the report as read. Cynthia seconds.

Ayes: 7 Nays:

g. Grievance Committee Report (See Appendix G)

Motion: Motion to receive the report as read.

Discussion: Tamika volunteered for role. The Grievance Policy is the policy for any voting member who's voting ability is revoked. Still in draft.

Support: Cynthia moves to accept the report as read. Rachelle seconds

Ayes: 7

Nays:

VI. Announcements

- a. BC Starter Kit: Allyson Murphy that it will be able to continue to add items that BCs need over time. Thank You Allyson!; (See recording or attached preview image at the end of these notes)
- b. Volunteer of the Year (2015): This volunteer has done an amazing amount of work (hours and hours) of work on behalf of this organization. We nominate Susan Penrod as the Volunteer of the Year for 2015, in recognize of her outstanding commitment to Breastfeeding USA!

VII. Adjournment Genevieve officially adjourned the meeting at 9:09pm est

Appendix:

- a. Consent agenda:
<https://docs.google.com/spreadsheets/d/1oMSH-h5ay91b1YLubsxGGhafZgRq4qa7Gj24FMzK6Cg/edit#gid=0>
- b. Treasurer's Report: (report tabled)
- c. Election Policy: (policy tabled)
- d. Report from USBC LSP constellation meeting:
https://docs.google.com/a/breastfeedingusa.org/document/d/1CX-_6JSP2sUPOmSEP2PYgDP5HRKclPidV6bosYn9484/edit?usp=sharing
- e. Website Update:
https://docs.google.com/a/breastfeedingusa.org/document/d/1QXw4UCVm5e0LhL9wdMFN7CudkRc2Es-v_oqfTKzqXOU/edit?usp=sharing
- f. Volunteer Services update:
<https://docs.google.com/a/breastfeedingusa.org/document/d/1CwZhVEXzwWCeTMUjGiK2iQ5YLQJBWsklv7znK-TlhVg/edit?usp=sharing>
- g. Grievance Committee Report:
<https://drive.google.com/a/breastfeedingusa.org/file/d/0B0vvvC0Z3pVfZ2VPZ3JuNTE1ZHIVRGxBb05BZVdNZjVZNUYw/view?usp=sharing>



BC Starter Kit

A brief intro about the kit. Instructions on where to find things on the website. A quick summary of what's in this guide. A brief intro about the kit. Instructions on where to find things on the website. A quick summary of what's in this guide. A brief intro about the kit. Instructions on where to find things on the website. A quick summary of what's in this guide.

You can get more information about use for our logo and branding rules in the [Breastfeeding Visual Identity Manual](#).

Find all of the logo files [here](#).



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1. Business cards
2. "Meeting Here" signs
3. Printable fliers
4. Meeting sign-in sheets
4. Tees, totes, banners and more (CafePress.com)
5. Social media graphics
6. "Tips and tricks" from our own BC's — Helpful hints to get you started



Business Cards

Business cards are not just a great way to share your contact info, but can also be handed out at events, a stack can be left in doctor's offices, etc.

The card templates are set up to be edited with Google Drawing. These are formatted to print at Vistaprint and should be the perfect size and resolution when exported as PDFs.

