



Board of Directors Meeting February 16, 2014

The meeting was called to order by president Patty Jacobs at 5:09 pm PST.

Patty announced that there had been a change in officers. Jennifer Olynyk needed to step down as Secretary. Carol Kelley volunteered to take on the position.

The president called roll of members. Present were Sharon Knorr, Ali Kulenkamp, Genevieve Colvin, Carol Delaney, Lisa Wilkins, Carol Kelley, who arrived after roll call. Absent was Jenn Olynyk. Guests at the meeting were Susan Penrod, Rebecca Ruhlen and former Board members Beth Lichy and Norma Ritter.

The president called for the approval of the agenda. Genevieve Colvin moved to accept, Sharon seconded, and the agenda was approved with no amendments.

1. The Second Quarter Financial report was presented by Carol Delaney, Treasurer. Carol pointed out that one advantage of using Quick Books was the ability to compare the second quarter of this fiscal year with that of the previous fiscal year. Memberships were almost doubled that of the previous year and Education and Training fees also showed an increase. Genevieve moved to accept the Financial Report, Carol Kelley seconded, and the report was approved.
2. The Board is pleased to announce that Christine McCann had accepted the position as chair of the Funding and Development Committee. Christine contacted Volunteering@BreastfeedingUSA.org about this time last year offering to write grants for our organization. She completed orientation and filled the role of Grant Specialist as of May, 2013. When a Funding and Development Committee Chair was needed, Christine decided the work would be interesting and challenging and volunteered!

The Board extends our heartfelt thanks to Gail Moak for her years as Funding and Development Coordinator. Gail excelled at creating financial security from the very beginning of Breastfeeding USA through our first three years. Her efforts were fundamental to the success we have achieved in this very short time. Genevieve Colvin moved to accept Christine's appointment, Carol Delaney seconded, and the Board voted to approve. Christine's appointment is to be announced to our volunteers by the secretary.

3. Visual Identity manual. The Guidelines for the Use of the Logo and Tagline are presently in PDF format for ease in use by various workgroups and by individual BCs. Genevieve moved to accept the Visual Identity Manual, Ali Kulenkamp seconded, and the motion to accept the manual was approved.
4. Managers and chairs job descriptions. Carol Delaney moved to accept the managers and chair job descriptions, Sharon seconded and the motion carried. It went into effect immediately and was sent to the managers' workgroup.
5. Annual report. The Board of Directors would like to thank the Annual Report creative team for their work on the report. An amended report will be forthcoming. During the Q&A portion of the last BOD meeting, it was proposed that the 2012/13 annual report be started. An ad hoc committee was formed and they began work. A draft annual report approximately 17 pages long was submitted in late December with a request for immediate feedback from the BOD in order to ensure year of end

donations. The BOD requested until January 10th to review the document unaware that the ad hoc committee wanted to use the Annual Report for the year-end appeal. On that date, the BOD provided feedback to the ad hoc committee and it wasn't well received. In retrospect, the BOD acknowledged errors in their communication with the ad hoc committee and made apologies for their errors. In the end the ad hoc committee members declined working further on the annual report. The BOD will finalize the report.

6. Website report. A report on the status of the development of the new website was given by Susan Penrod. Work is underway on the themes of the website; i.e. how it will look. The developers are at the point of asking managers to beta test the new website to see how well it works for their needs. Genevieve Colvin asked Susan what will be changed. Susan replied that we are going from Drupal version 6 to 7. The look will be based on input from the designers and website volunteers Erika Grossman and Joy Delaney. The change to Drupal 7 improves the functionality. Users will be able to update their own information about address changes, etc. The website will also be more user-friendly. The store information/database is where most of the website is and some things will have to be entered by hand. The hoped for launch date is April 1, but this is a very optimistic date.
7. TWGYBB. Danielle Rigg has finished the bookkeeping and Ali has finished sending out the merchandise. Breastfeeding USA received 40% of total proceeds or \$5,598.95. The amount of work involved was huge, but the funds raised were totally unexpected. Rebecca Ruhlen was the top fundraiser.
8. Meeting with Ethics Advisory workgroup. Patty Jacobs, Sharon Knorr, and Genevieve Colvin met with Rosalie Rust via Google Hangout. They set a timeline for removing a removal procedure for workgroups. The goal is to get this out by the end of the month for comments by the workgroup chairs.
9. Meetings with Breastfeeding USA presence: Patty attended the California Breastfeeding Summit in January. This was a good experience and Patty noted that all our printed material that she brought was taken. Former Board Director Beth Lichy represented Breastfeeding USA in January at the meeting of the United States Breastfeeding Committee. Part of the meeting was cancelled due to inclement weather. The summer USBC meeting will focus on diversity. It was proposed that BfUSA presents a session on our BC training during the conference. We hope to have the preliminary results of the diversity survey by the time of the summer USBC meeting, August 2-4, 2014.

The meeting was adjourned at 6:10 PM.

Respectfully submitted,
Carol Kelley, Secretary