

## **BOD Meeting**

June 2, 2012

Called to order by Patty at 7:05pm EST

Present by roll call: Norma, Sharon, Anne, Nancy, Carol, Patty, Beth

Observers: Chris Duenas, Kathy Kerr; Carol Delaney by phone and Lisa Wilkins is on her computer/phone.

Motion to approve agenda: Motion by Norma, seconded by Carol; all in favor

Motion to approve April Minutes: Motion by Norma, seconded by Carol; all in favor

### **Announcements:**

Patty: "Open House" at Beth's house to meet with BOD, some BCs and members attended, several non-members as well; very successful – got a membership renewal and donation today

Nancy: logo and tagline in production – will be able to see and approve a choice in a few weeks; should be ready by end of June.

**Budget projections:** Carol – see chart; Anne – expenses; BOD not quite ready to approve budget yet – this is a draft; Will be finalized by end of fiscal year

**Strategic Plan 2012-2013:** Anne via PP

### **World Breastfeeding Week:** Nancy

OWABA and ILCA have come up with different themes; we are focusing on the planning for the future aspect of WABA's theme; our new home page on the website is highlighting WBW; we need to start working with our BCs to help them with any activities; volunteer support can look at what is already available from other organizations such as WABA

### **Growth of BfUSA and Strategic Alliances:** Nancy

- We have 17 chapters as well as some BCs who have not yet formed chapters.
- We will be attending the USBC coalition conference (Nancy, Beth) where we can help coalitions around the nation become more aware of our organization .
- We are talking with IBLCE about our qualification as providers of hours for our BCs towards sitting for the exam – waiting for application.
- We are also getting a lot of support from Best for Babes and Kelly of kellymom.com

**Volunteer of the Year Award:** Presented by Norma on behalf of the BOD to Rebecca Ruhlen

### **Open to questions from our members:**

Carol is hearing what she wanted to her, that important work is happening and that BfUSA is having an impact. Nancy asks Carol to thank Erica for pointing us toward IndieGoGo as a way of raising funds.

Chris asks about a banner for chapter pages on the internet – Nancy replies that this fits into our image project and this would be a good addition to other pieces that will be using our new logo/tagline; we do need our chapters to have a cohesive look; we will also be looking into new social media venues such as linked-in, pinterest, etc. Discussion followed about IndieGoGo for

fundraising. Need to help chapters to develop these resources and to use their FB pages as well as possible and responsibly.

Nancy listed some of the conferences that she has spoken at recently where she was able to talk about BfUSA - Chris is wondering if we get increased hits on the website/FB after these appearances – not tracking that now.

Chris notes that we still get questions about becoming a BC when we already have so much information on our website – do we need to change the look of the page, perhaps break it up into smaller parts for busy moms to read.

Patty says that there has been much discussion about how we can better support and improve the website and notes that we have considerable funds dedicated to this in the new budget.

**Bylaws:** The BOD will be putting together a bylaws committee to look at the bylaws now that we have been operating for almost 2 years; the BOD has already identified several areas that probably need to be changed; there will be an interim BOD meeting where bylaws changes will be discussed – members will be notified of this meeting so that anyone interested can observe and comment.

Kathy asks about doing a monitored blog that would be open to the public; Chris suggests that any easy way to start a blog would be to post one of our Horizon articles and drive folks to the blog to comment on it – she notes that it can be difficult to moderate a blog discussion which embraces diversity without stepping the line into inappropriate or offensive conversation. It might also be possible to host chats through the website. Idea – blog by a brand-new mom who is experiencing breastfeeding for the first time or a new BC getting started with counseling/leading meetings.

Chris talks about working more closely with WIC to provide support for those moms and to find WIC moms that might qualify as BC candidates.

**Continuing Education:** We need to have more discussion about how BCs can accumulate CEUs without spending a lot of money; we intend to offer internal CEUs and there are other opportunities on the internet; the continuing ed committee will be researching this and offering options and ideas to BCs. We need to let BCs know that they should not be stressing about getting their 20 hours – Chris will see to this.

**Communication:** We are trying to find ways to communicate to everyone without duplicating messages. For instance, messages to the volunteer list will not be repeated on the BC list – there will simply be a message on the BC list directing them to look at the volunteer list for an important message.

Motion to adjourn by Anne, seconded by Nancy; all in favor.

Adjourned at 8:47pm.

Submitted by Sharon Knorr, Secretary