

BfUSA Board of Directors Meeting
March 11, 2013

9:08pm: Official meeting began

9:10pm: Roll call of BOD Members: Patty Jacobs, Sharon Knorr, Norma Ritter, Beth Lichy, Carol Kelley, Carol Delaney, Lisa Wilkins, Jen Olynky

Guests: Cris Duenas, Ali Kulenkamp

9:11pm: Minutes of Oct. 2012 BOD meeting accepted

9:12pm: Financial Report given by Carol Delaney, BOD Treasurer

- A. Google document of report shared with guests
- B. Transformation Project –funds restricted, Indiegogo revenues explained,
- C. Memberships –no growth, professional memberships down
 - a. Benefits needed for professional memberships
 - b. ILCA, publishing of Mothers' Survey paper will raise our profile
 - c. Many breastfeeding FB groups are referring to Breastfeeding USA by name
 - d. Issues with membership renewal letters going into spam resolved
 - e. Survey results showed that many moms do not want to pay memberships
 - f. Memberships need to be made more attractive
 - g. General membership letters should be made available to BCs to hand out in Chapters.
 - h. BC Support is working on templates, letters, etc. for BC toolkit
- D. Overall contributions are up
 - a. Thanks to Ginger Gorell, our bookkeeper and Carol Delaney's husband who is acting as a financial advisor
- E. Carol D. wrote a grant proposal for \$2500 . to be used for the website. The proposal was received but responses were delayed. (We have since learned that we were not awarded the grant.)
- F. 9:26 Financial Report was accepted by BOD

9:27pm: Motion to change Social Networking workgroup job description approved. There is now no official time limit required to volunteer on SN. Volunteers will be accepted at the discretion of the SN workgroup manager. The Operating Committee was informed and accepted this change.

9:30pm: Ali Kulenkamp, SN workgroup manager, presented our new Tumbler campaign to promote Nursing In Public (NIP). Taylor Etchison is leading the project. Photos of moms breastfeeding wherever they are legally allowed to be will be submitted. This is to show the normalcy of breastfeeding and encourage involvement of our Chapter moms and others. The Breastfeeding USA website has links to the campaign and to photo and model release forms. The front page of the website will be changed to advertise the campaign.

9:40pm: Report from Jen Olynyk on Applications and the Comprehensive Course

- A. Approximately 10-12 applicants are accepted into the comprehensive course each month.
 - a. There were 14 new applicants in February.
 - b. 56 candidates are currently working in Module 1; 34 in Module 2; 8 in Module 3.
- B. 3 or 4 candidates are waiting for the next cohort of the Accelerated Course.
- C. Of approximately 102 candidates, about 90% are actively doing coursework.
- D. Writing is completed for all 5 course modules.
 - a. The orientation module will consist of two sections: one for all volunteers and the second for Breastfeeding Candidates only.

9:52pm: Discussion of an idea new internal quarterly newsletter

- A. Internal vehicle for committee news
- B. Help increase cross-committee communication
- C. Operating Committee will put this into action through Publications
- D. Will be sent to national volunteers

9:58: Open discussion with BOD and guests

- A. Volunteer-initiated discussion about the BOD not being effective and blockading the efforts of national volunteers. Cris Duenas stated,
 - a. Committee work is not BOD business
 - b. BOD meeting discussion about education, social networking, membership, etc. are all Operating Committee issues and should not be discussed at a BOD meeting
 - c. BOD has not given feedback to Operating Committee
 - d. Bimonthly status reports from Operating Committee were suspended
- B. Response from BOD members
 - a. History and background of BOD desire to give autonomy to Operating Committee
 - b. Lack of non-BOD volunteers to serve as Operating Comm. Representatives
 - c. More functional status reports are being developed
 - d. BOD has no desire to micromanage committees
- C. Suggested changes to next BOD meeting
 - a. Fewer details
 - b. Summaries of projects presented in one or two bullet points
 - c. Official BOD meeting should end before open discussion with guests

10:30pm: BOD meeting ended