



Ohio Breastfeeding Alliance – *Human Milk for Human Health*

Meeting Minutes for September 10, 2014, Board Conference Call, beginning at 12 pm

Present: Ann Davis (secretary), Lori Nester (Chair, R3 Rep), Jennifer Foster (Treasurer), Mary Burton (R6 Rep).

Excused: Sylvia Ellison (R2 Rep), Terri Rutz (R1 Rep), Jill Davis (R4 Rep).

Not Present: Pam Edenfield (R6 Alternate).

Approval of Minutes: The Meeting Minutes for the July 9 Board Call were presented for approval. No corrections were proposed. Jennifer motioned to accept the minutes, and Mary seconded. The motion was approved unanimously. The July 9 minutes will be posted to the website.

Treasurer's Report: Jennifer emailed a report for July and August, which is attached to this record.

Project Reports

Ohio Chronic Disease Collaborative project: Jennifer met last week with the Collaborative leaders. They are working on getting final approvals from partners so that the breastfeeding objective can move forward into action. Partners are not going to be disclosed until details are finalized and agreed, which should be soon. An announcement was made by the Collaborative that they would be moving forward with the Baby Friendly Steps recognition program once the final partner was ready. In conjunction with the Chronic Disease Plan breastfeeding objective, Jennifer proposed that we recruit liaisons in each region and from partner organizations to form an action plan to contact hospitals with birth/maternity units and see what their status is and needs are in order to help them work towards Baby Friendly Steps, especially Steps 3 and 10. This recruitment can be an objective for the December 3 OBA General Meeting. The board agreed that knowing what the action items from the Collaborative are will help us with our planning to participate in supporting the objective.

Continuity of Care Project: no report, due to Terri R. being absent.

Capacity Building Project: A work session will be held on September 19th, to address the drafts of the Articles, the Bylaws, and the Policy and Procedure Manual needs. OBA has been offered meeting space concurrent with the Infant Mortality Summit December 3 and 4, 2014, by Ohio Department of Health and partners. Ann offered to be the organizing board member for the December meeting. The board needs to determine if this will be a general meeting including members, or a capacity building meeting, or both. The board discussed how to recruit volunteers and bring people on board for projects. It was proposed that the board open up our monthly calls to members as well, in order to involve more people and bring them into the decision-making and proposal processes as well as volunteering for specific initiatives. This proposal was generally agreed to. Lori will be using the Doodle poll results to schedule meetings with Tina and other work sessions for anyone available to work on capacity building needs as a group. Mary is still working on revising the membership form. The goal is to have the form sent around at the end of September for comment, and then have it ready at the beginning of October, so that we

can put it into production for use at upcoming events such as the ABM conference in November and the OBA meeting in December.

Facebook/Communications: Ann is now the sole administrator on the Facebook page, as Karen Gromada stepped down from the position. Ann proposed that OBA use the Facebook page to recruit new members and volunteers. Ann asked for board members and regular members who would like to be administrators on the Facebook page and help build community contact with the page, as well as contribute to the voice and content on the communication channels of Facebook and the website. Jennifer concurred, and also brought up our other electronic communication tools and how we can use them better to be in touch with OBA membership and building membership numbers. It was agreed to draft a communications committee who are assigned to work on communication issues. Jennifer proposed that the chair of this committee should automatically be the secretary of the board.

Project list: Lori distributed a list of ongoing projects (attached) and urged board members to step up and take ownership of any of the ongoing projects that do not have a point person yet. Ann had taken on the organization of the December meeting, and Lori will pencil her in there.

In looking at the project list, the proposal to change the organization name was brought forward. Mary explained that this issue came up again at USBC, and they agreed to bring the issue to the board. The board discussed the issue and decided not to change the name for the following reasons:

- Expense: the expense for changing the name at this time would approach at minimum \$200, for submitting a name change to the state of Ohio, and for purchasing new domain names for the website, as well as other changes that would not have a cost, but would entail significant work.
- Brand recognition/confusion: the board agreed that previous boards had done much to build the name, and the current board had continued to work to establish a positive identity under the Ohio Breastfeeding Alliance name. It was felt that further changes would debilitate that work and also confuse members and potential members and partners as to who and what the organization is. It was agreed to publicize this decision to those who asked about a possible name change, so that those concerned know that the board addressed the issue.

It was brought to the board's attention that the meeting minutes were posted incorrectly on the OBA website. Ann and Lori found that all the available minutes were posted, including the minutes from the General Meeting that were thought missing, but they were concatenated with the March board meeting and mislabeled. Ann separated the minutes and relabeled them so they can be easily found on the website. Lori responded personally to the member's concerns.

A motion to adjourn the meeting was called for by Lori, proposed by Terri R., and seconded by Jennifer. The motion to adjourn passed unanimously.

Respectfully submitted by Ann Davis, Secretary
September 10, 2014

**Ohio Breastfeeding Alliance
Treasurer's Report July 2014**

Beginning Balance \$4230.65

(note: \$945.65 OBA Funds, remainder USBC Subcontract)

Expenses

- Mary Burton USBC Stipend \$100 (Capacity Building)
- Jill Davis USBC Stipend \$100 (Capacity Building)

Income

- USBC Capacity Building \$2500

Ending Balance \$6530.65

Submitted by: Jennifer Foster, BSN, RN, IBCLC Treasurer

Subject to Audit

**Ohio Breastfeeding Alliance
Treasurer's Report August 2014**

Beginning Balance \$6530.65

Expenses

- Paypal \$1.62

Income

- Dues \$35 (Knisley & Srinivasan)

Ending Balance \$6564.03

(note: \$979.03 OBA Funds, remainder USBC Subcontract)

Submitted by: Jennifer Foster, BSN, RN, IBCLC Treasurer

Subject to Audit