

November 5th Meeting Minutes Emerald Coast Alliance for Breastfeeding Support

The fourth meeting of the steering committee for the Emerald Coast Alliance for Breastfeeding Support met on Thursday, November 5th from 7:00p.m. to 8:45p.m. at Dr. Pam Klein's Gulf Breeze office of Pensacola Pediatrics.

There were 6 in attendance:

Regina Humphreys, IBCLC (SHHEC)
Cindy Reeves, MSN, ARNP (Peds)
Lynette Ruckman, RN, MSN (PJC)

Karen Shelton, RN, IBCLC (SHH)
Jen Ward, IBCLC (WIC)
Ronda Yoder, DSN, ARNP

We began by introducing those who were new or had not been together before. Our last meeting completed work on the structure and individual membership information. The focus of tonight's meeting was to settle some basic questions about the website, mailing address, and bank account as well as get volunteers for various committees and offices.

- We decided to go with the website address: www.emeraldcoastbreastfeeding.com. We will purchase this domain, as well as emeraldcoastbreastfeeding.org. That will allow people to be directed to the same site from either address. The cost of two domains will be \$18-20. Regina and Karen donated the money for the domain purchase. Ronda will get the website transferred this weekend.
- We discussed renting a mailbox at the PO, at a cost of \$44/year. Anne Sanborn has offered WIC as a mailing address. We believe that will work adequately, so will pursue getting the accurate address from Anne and placing this information on the website and application.
- We discussed banking options and determined to go with Beach Community Bank, which has branches all over our area. It is a local bank, and we like the idea of working with a local entity. The President and Treasurer will visit the bank on Monday to find out about opening an account.
- We decided to forego discussion of the by-laws in a full committee and to basically model our by-laws on the Florida Breastfeeding Coalition by-laws. By-laws will be edited by the Management Committee and brought to the full membership at the first meeting in January for approval and acceptance.

In terms of volunteers for offices and committees:

- Everyone present voiced personal desires for future responsibilities. We still have openings for Vice President, Secretary, Board Members-at-Large, and Committee chairpersons for several committees.
- Ronda agreed to take the position of President for the inaugural year; she will also work on the Management Committee and will chair it if necessary.
- Jen Ward from WIC has taken the position of Treasurer and will chair the Finance Committee.
- Anne Sanborn has agreed to serve as the chairperson for the Community/Outreach Committee and an At-Large member of the Board.
- Karen Shelton, Regina Humphreys, Lynette Ruckman, and Cindy Reeves identified pillars on which to serve. Karen is willing to serve as chair of the Healthcare Provider Committee if no one else desires to do this. Everyone voiced interest in helping in more than one committee

as needs arise.

- Karen wants to work on the Healthcare Provider and Advocacy committees
- Cindy chose the Advocacy committee
- Regina chose Advocacy and Community
- Lynette chose Healthcare Providers and Community
- Sarah Leatherman (by email) chose the Community committee.

We reviewed the flyer and brochure (tri-fold) that were made by Ronda and Regina. The flyer is to be edited with address and website changes and made available next week for a membership drive. We encourage steering committee members to post the flyer on nurses' bulletin boards, etc. and have available at mom support groups, LLL meetings, WIC, etc. to get out the word for members to join. The tri-fold is still being completed and we hope to get an in-kind donation of printing to make this available for use in a variety of settings. We would hope to have the brochure/tri-fold ready to distribute by the end of the year.

We will have a membership drive beginning November 10th and continuing through December 10th. During that time, joining as an Alliance member will cost \$20 instead of \$25. Steering committee members are encouraged to get out the word to their spheres of influence for any who wish to join. Various facilities may choose to have a hospital representative collect applications and dues for the period of the membership drive, then get that information and money forwarded to the Treasurer. Others may mail the application and dues to the ECABS address.

We do not plan to hold another planning session this fall. We will need to have some committee meetings of the management committee for planning as we get members, to continue the by-law and incorporation process. We will begin having membership meetings and regular board meetings again in January.

Submitted,
Ronda Yoder