



LCHAY

Lane Coalition for Healthy Active Youth

LCHAY Board of Directors Meeting Minutes *Approved*

January 14, 2010

12:00-1:30 PM

Board Present: Colt Gill, Jimmy Unger, Jennifer Jordan, Jorge Navarro, Lori Steger, Bob Keefer, Sarai Johnson, Sarah Hampson

Board Absent: Hillary Kittleson, Lee Shoemaker, Mardel Chinburg, Keith Hollenbeck,

Staff Present: Laurie Trieger

Guests: Michelle Gall (board candidate)

Call to Order: Chair Colt Gill called the board to order at noon.

Action: *Vote on Board Nominees*

Jimmy moved, seconded by Jorge, to approve Sarah Hampson as new board member effective immediately. Motion passed unanimously. Bob moved, seconded by Jimmy, to approve Sarah Grall as new board member effective April 1, 2010. Motion passed unanimously.

Agenda Review: Heidi Hascall is unable to attend to present the Obesity Prevention Toolkit information. This will be rescheduled.

Announcements: Jorge highlighted findings from the January 14, 2010 *Register Guard* article, which indicated that obesity had reached a plateau. Board discussion ensued. Colt mentioned a similar story on NPR. Laurie noted that the research shows that this is true except in adolescent boys. Jennifer challenged even with a plateau, is this good enough? Board members encouraged to write letters to the editor to inform the public that our work is not done and to highlight LCHAY's mission.

Jennifer reminded the board that menu labeling is effective as of January 1, 2010, and must be provided upon customer request in writing, on-site, by restaurant chains with 15 or more locations nationally (On Menu Boards effective January 1, 2011). Public Health will be sending out a "mystery shopper" to check compliance. Board members are encouraged to ask when they eat in national chains, including Starbucks, Dutch Bros., PF Chang's, etc.

Minutes: Lori moved, seconded by Jennifer, to approve the minutes of December 10, 2009.

Introductions: Colt asked Laurie to introduce Michelle Gall, board candidate. Michelle is a CPA with Moss Adams (accounting firm). Her clients include agriculture and food processors and not for profits. Michelle was formerly employed with EcoNorthwest. She said that LCHAY had piqued her interest two years ago. As a mother of two young children who attend O'Hara Catholic School, she has an interest in nutrition and physical activity, and is often surprised at what passes for "healthy lunches" at school.

Director's Report:

Laurie announced that she has been selected to serve on the Oregon Health Improvement Planning Committee, a statewide committee under the auspices of the newly formed Oregon Health Authority Board. Dr. Bruce Goldberg oversees the Board.

LCHAY gained new computer stations thanks to the City of Eugene program which contributes older computers to nonprofit organizations.

Colt and Laurie will be meeting with Val Hoyle, 100% Access Director and interim House District 14 representative (Chris Edward's vacant seat) along with Bev Smith to discuss possible collaboration on building a physical literacy initiative.

For the remainder of the items, Laurie referred to the Director's report in the agenda packet as the items are mostly self explanatory, adding a clarification on the NWHF grant application: It is a \$180,000 grant over three years.

Committee Reports:

Executive Committee—The Executive Committee is meeting next week. Board members are encouraged to forward ideas for future meetings to Laurie.

Resource and Development Committee—Lori reported that the RD Committee had met to begin development of a two-year RD plan.

Current members include board members – Lori, Jorge, Sarai, and Sarah G. – as well as Susie Walsh, Committed Partners for Youth; Virginia Nafus, PeaceHealth; Elena Fracchia, PPPM Intern.

As stated in Laurie's Director Report, the committee could use recruits who have major gifts solicitation experience and/or could open doors to business/corporate sponsorship. The person should not be a development director who has a conflict of interest and may elect to only serve on the RD Committee during the planning phase.

The focus is on both long-term operational funding and funding for key activities, which have been identified as the Healthy Corner Store initiative, advocacy (including sugar-sweetened beverages work), 5K Run signature event, and the *What the Health?* film series. The Committee will meet two times between the January and February board meetings and be prepared to make recommendations to the Board at the February meeting regarding funding mix and annual fundraising activities.

The meeting was adjourned at 12:58 p.m.

Minutes respectfully submitted by Lori Bumgardner Steger