UBC Executive Meeting
February 13, 2007
Cannon Health Building
11 – 12 Room 401

Present: Lisa Harper, Patrice Isabella, Marie Nagata, Elizabeth Smith, Ellen Kitzmiller, Emily Waddoups
Absent: Kathy Pope, Phyllis Crowley

Finances and budget: Reported by Marie Nagata.
- Changed the look of the budget for 2007. Top section is where we started. Bottom sections are a purposed budget for 2007 based on last years numbers. $1125.00 is our goal income from membership.
- Lisa: Write down all donations, including materials printed, time spent, so we have an idea of what our cost to operate is. Color copies are $.70 per copy. (example: postcards would be $1.40 per sheet due to double sided color)

Annual Report: Lisa
- Currently drafting letters for Milk Bank contacts. Have gotten a lot of good feedback from the annual report. Kelly Garrett would like us to submit our annual report to USBC to speak in the conference in January 2008. (Would send 2 people from Coalition plus Judy Harris) The conferences will likely be every two years. (possible people to send – Patrice, Lisa, next years' Pres Elect). Mentioned that we all should start thinking about a person who could take our place as many posts will be up for election.

Website: Lisa
- Discussion started with the phrase used on one of the tabs entitled "Breastfeeding helps". Some find it just fine, others don't feel good about it. It was proposed to change it to "About Breastfeeding" which was voted upon with a unanimous yes from those present. Discussion was lead to the link "why Breastfeed" which contains good information for teens and families. Also voted upon with a unanimous yes.

- Other changes include: Mission and goals will appear under "about UBC" tab. Adding several links including WIC, Baby watch, Ban the Bags. Governor's proclamation will be scanned and added on.
- Membership and 2 Survey's are now available online.
- Marie will start learning to take over the changes of the website. Lisa to learn from her husband (Ryan) and will teach Marie.
- Each committee to take a tab on the website and review to make sure links work and content is appropriate and should belong there.
    - "About Breastfeeding" – Education committee
    - "Community News" – Marie with votes from executive committee (see below for further directions)
    - "Guidelines & Policy" – Policy (Ellen)
    - "Milk Bank" – Doesn't need to be reviewed – new
- Articles or news about breastfeeding – feel any publicity is good – any time see something send on for review. Will archive older articles and have the newer ones at the top.
- We have 600 emails to use with our domain. ($3 a month for first 6 months)
    - Would add a more professional image
    - Ryan will set up the first few emails, then we are on our own.
    - One for Breastfeeding café, general information, milk bank, news, each of us?
    - Will keep the bfutah@yahoo.com for a while until we can change all materials to reflect new email address
- Have started a stat counter. Will show how many visits we have and whether they are new or return visits. Each of us need to block the cookie so it will not count or visits to the site. Lisa will send link on how to block the cookie via email today.

Banner: Lisa
- New options – General consensus of the group was blue was better than the brown and black fonts. All caps vs. caps and lowercase: all voted for caps and lowercase – easier to read. Also voted to change the U & B on the URL to caps.
- All voted on the changes with a passing vote.

Committee Reports
Nominating and Membership: Emily
- 2 new members since last time. Online application is working.

- Finished business cards, each received a stack.
- Looked over new name tags, reviewed for accuracy

Promotion and Marketing: Kathy not present to report.

Education: Elizabeth
- Talked with Jay Moreland & Brenda Gulliver . New focus is on education of the professionals that see those who breastfeed or have contact with them. Will pass on non-provider education to Promotion committee.
- Still available for other events as able.
- Got from Kristy a list of breastfeeding resources. Will be posted on website. Elizabeth to mail to Lisa by Friday
- Talked about Baby Friendly – doesn't want to ginks it by talking about it to public or on website. – would be nice to have someone from Nation office to speak at CEU event in September/October

Policy and Development: Ellen
- Working with the Utah Non-profit association. Is an individual member which was less money ($35). Draw back is Ellen is the only one that can go to anything. Will go for group membership after 501 C 3 status is achieved.
- Will send receipt to Marie for membership
- Learned about Process for filing for 501c3 status. Is simple and straight forward for her. Ellen will need help to get the paperwork together.

Successful Mothering Convention
- To happen February 24. Kristen Magel to present. Lisa and Patrice to man booth.
- Supplies were exchanged to ensure they had everything for the booth.

22nd Kelly to present to BYU

September/October CEU Event
- WIC is no longer having their VENA training, so will be unable to help with speaker.
- Still hoping for baby friendly site visitor

Member Questionnaires

- Getting good feedback from online survey.
- One comment is to give opportunities to get Lactation Training – Question Peer Counseling as an option.

Next Executive Committee Meeting: Tuesday, March 13th at 44 Medical Dr. 11 am to 12 pm in Library or fish bowl (Patrice). Will need to check in with Main desk.

General Meeting following executive meeting 12pm – 1:30pm

Ban the Bags teleconference provided by CDC. (12pm to approx 1pm)
- Slides provided. Emily to send Lisa electronic copy to place on website.

Had discussion about where to go with this information. (1pm - 1:30pm)
- Support and praise University Health Care for going bag free. Elizabeth to check before we recognize them on the website.
- Formed the start of a ban the bags taskforce. – Julie Johnson to chair with help from Lisa Harper.

Next General Meeting: April 10, 2007 – 12 to 1:30 pm
- USBC teleconference
- Location: Cannon Health Building - Room 401