



**FEBRUARY BOD MINUTES  
MONDAY, FEBRUARY 8, 2016**

**AGENDA:**

Approve January Board of Directors minutes  
Implement adding deadlines to board meeting requests, action items  
Vote to certify Mariah Falin and Cristina Threnson  
Discuss Experienced Doula Pathway toward certification  
ADT debrief of Perinatal Bonding with Barb Decker  
ADT Scholarship application discussion  
Annual meeting debrief including comments and feedback  
Discuss PALS sponsorship of Open Arms luncheon  
Monthly Meetings  
Marketing Budget, Opportunities  
Review updated recertification packet  
Discuss "Doula Hotline/Unofficial Mentor" idea from Annual Meeting

**ATTENDING:**

Melinda Ferguson  
Heidi Biddle  
Tiffany Guenther  
Paula Goelzer  
Ilidi Sebestyan  
Mariah Falin  
Maritta Arita

**MINUTES:**

**10:15 Approve January**

Tiffany moves to approve January meeting minutes. Mariah seconds.

**10:15 Deadlines for Action Items and Requests - Tiffany**

Working to improve how we communicate action items with our volunteers so everyone has an idea of when items would ideally happen  
Paula will copy and email the action items to Tiffany  
NAPS has a spreadsheet on Google drive with due date for more than our people than board.  
Would this fit our needs, or do we need to assign specific tasks to specific people.

**10:30 Vote on Certification - Heidi**



Christina Threson and Mariah Falin applied for certification. Heidi indicates the certification requirements were met by both and both would be exemplary PALS doulas. Heidi moves to certify Christina Threson and Mariah Falin for certification. Tiffany seconds. Melinda, Ildi, and Paula vote to approve.

#### **10:35 Discuss Experienced Doula Pathway – Heidi**

With additional inquiries regarding an Experienced Pathway, we need to get a committee together to formalize a pathway. Carrie Kenner and Jen Liard are both interested in being on the committee. As for inquiries that come up in the meantime, we will continue to require the original certification components until we have a formalized, board approved process.

#### **10:40 ADT debrief of Perinatal Bonding with Barb Decker - Mariah**

Six people attended. Smaller number was ideal to help process the information. Time was a little tight in the end.

#### **10:45 ADT Spinning Babies**

12-15 spots available for Wednesday class. People on waiting list have been contacted. At what point do we open those spots up to the public? Email the waitlist with a deadline of Monday, February 15<sup>th</sup>. On February 16<sup>th</sup>, we'll open the spots up to the public. Additionally, an email regarding the Shoulder Dystocia Workshop needs to go out to the delivering providers in the local area. Mariah will email Daniela today and give her an outline of who to email and have a deadline of February 22<sup>nd</sup>.

#### **11:00 ADT Scholarship application discussion**

We discussed at the Executive Meeting what our goals are regarding scholarships. We want to make our ADTs more accessible to people with limited means and also to people who are from communities who are not well represented within the doula community. Maritta points out that we need to be very direct in the wording because, people who don't speak English as a first language might struggle with the advanced language level in our current documents. Bullet points can make it easier to read and understand. More welcoming language.

#### **11:20 Annual meeting debrief including comments and feedback**

Discuss survey results from Annual meeting. Look at Lunar calendar before scheduling next year's event.

#### **11:30 Discuss PALS sponsorship of Open Arms luncheon – Melinda**



Open Arms contacted Melinda for her personal business to sponsor, which she declined, however she is wondering if PALS is interested in sponsoring. Melinda believes this will help our goal of strengthening our relationship with OA and also marketing. The cost is \$250. PALS has also been asked to provide volunteers for the luncheon. The board feels that volunteers for the luncheon will be our contribution to the luncheon.

### **11:45 Yeah, Baby Conference**

March 19<sup>th</sup> 1-4 Kitsap Peninsula \$175 Sponsorship/staffing a table.

Melinda moves to be an exhibitor at the Yeah, Baby Conference. Paula second. Unanimous vote to approve.

### **11:55 Monthly Meetings**

Maritta is our monthly meeting lead. Ildi feels like she's doing a great job, but Ildi will continue to attend a few meetings in case there are any questions.

Maritta feels like Mariah has been very supportive with the monthly meetings.

Maritta has locations and speakers through June:

Feb: Allison Campbell, Great Starts "Early Days"

March 16 11am-1pm: Katie Rohs Rainier Beach Library "Patch" Prevention and Treatment of Traumatic Childbirth – How to support people who have had past trauma

April: Barb Decker Douglas Truth Library "APPAH" Assoc. for Prenatal and Perinatal and Psychology and Health

May: Ali Lewis, Green Lake Library "What do you wish doulas know?" bringing a L/D nurse

June: Helen Martin, LTBD (by Kent), Saturday brunch "EC"

Ideas:

DONA download (Sept?)

Dolly (Oct?) anxiety, hypnosis for fear in childbirth

Kim James: boundaries, Do's and Don'ts of successful interviews

Carrie Kenner – doula/difficult birth processing facilitator

### **12:15 Marketing Budget, Opportunities – Paula**

All marketing will direct back to the website, so the website needs to be updated. We need to set goals, a budget.

Needs to be easy to update for volunteers.

Need to get open bids – RFP.

Website Committee to draft proposal: Paula, Mariah, Tiffany, Ildi, Daniela, Erin, Allison



Ildi has taken over Google polling for Marketing committee

**12:25 Review updated recertification packet – Paula**

Incorporated discussion for removal of “inactive vs active”

Change meetings to cap CEUs at max of 3

Cap videos/DVDs to 6 CEUs

**FEBRUARY 2016 PRESIDENT’S REPORT TO THE BOARD**

I spent quite a bit of time this month preparing slides and speaking notes for the annual meeting. I also did a bit of coordinating of the items to bring and various tasks for each Board member. I attended and lead the meeting, along with other Board members.

Annie Kennedy shared a report from Christy Curwick of Washington State Department of Health: “Intervention to Promote Health and Increase Health Care Efficiency, December 2015 Update,” which concluded that doula would not provide a significant cost savings due to decreased Cesarean rates. Annie had also been talking with Dila Perara and several Simkin Center trainers about the study. The consensus in the doula community was that the report relied upon old data, using nurses as continuous labor support and no other meta-analysis of data comes to similar conclusions. This is particularly concerning as the State has been considering adding doula care to Medicaid coverage and this report comes to the opposite conclusion of many others. It is my hope that there will be ongoing conversations around this.

Paula sent out the latest draft of the Position paper on continuous support through surgical birth and in the hour afterwards. I gave her my thoughts which included that it still feels inflammatory to me.

Annie Kennedy sent an email to Kyndal May of DONA suggesting that Simkin Center, Open Arms, and PALS host a reception at the upcoming conference. I also suggest she include NAPS. As far as I know DONA hasn’t responded, but I hope to hear from Annie soon as she was at the Trainer’s Retreat this past weekend and almost certainly connected with Kyndal on this.

Open Arms is gearing up for their Spring Luncheon. I volunteered to be a Table Captain as PALS President, co hosting that spot with Jennie Capron. Jennie is also coordinating volunteers and I suggested that PALS could provide some volunteers. Lisa Foss of OA asked



my business to sponsor the luncheon for \$250 (I had done this once before). I declined but said I'd bring it up with the Board for having PALS Sponsor.

#### Interim Treasurer Activities

I deposited funds from annual meeting, provided Paypal buttons for When a Baby Dies ADT to Erin Elkins and filed State taxes. Along with Dorothy Landeen we put together final 2015 financials for sharing at the Annual Meeting.

#### Office Activities

I sent out 4 cert packets that were purchased this month and processed 2 cert applications to Heidi. I sent hospital ambassador documents to Mary Ann Roher who expressed an interest in possibly being the Lead Coordinator for that committee. I briefly discussed the volunteer appreciation event with Tiffany. I responded to Anna about changes in membership database. I connected with Maritta on setting up February monthly meeting. I secured Ali Lewis for May monthly meeting

#### FEBRUARY 2016 VICE PRESIDENT'S REPORT TO THE BOARD

Successfully introduced and got confirmation from Selina that annalee will take over switchboard lead

Corrected my slides for the annual meeting.

Attended board member annual meeting practice presentation at Carol Lynn's home.

Brought some supplies and presented at the annual meeting.

Had 2 attendees express firm interest in volunteer roles. Shannon Tremper as possible treasurer or social media point person. Mary Ann Rohrer as mail courier and hospital ambassador lead.

Compiled the attendees surveys and made a spreadsheet and graphs.

Coordinated volunteer appreciation event.

#### ADT UPDATE

Revenue for ADT's accumulated in the month of January totaled \$2700. This was inclusive of \$175.00 for Barb's Prenatal Bonding class which as of Thursday [Feb 4<sup>th</sup>] at 5:30pm had 6 registrants; and the bonus Spinning Babies day with 15 registrants (mostly non-pals members) as \$2525.00.

While we did pick the date for Barb's class some months ago, it appears it conflicted with a number of other events occurring on Saturday, February 6<sup>th</sup>.



“When Baby Dies” is ready to go, waiting for the website to update, hoping to be able to send out that announcement this weekend actually. Still limited space, 11 paying plus one scholarship space. Final price agreed to by Gigi was \$125 with no discount to members/non-members. This will be the fourth time she has taught this class with PALS.

Regarding the additional day for Spinning Babies: all of the waitlist was contacted and offered the opportunity to add. At the end of two weeks I contacted the next 15 on the waitlist. I anticipate being able to do a quick blast on Puget Sound Birth Professionals or maybe target some midwifery groups late next week for any open spaces still left.

We are also are ready to start shopping plane tickets for bringing Gail here as well as establishing reservations for her room the day of arrival and depending on time, night before departure day.

CERTIFICATION UPDATE

Date	Transaction Type	Client	Memo/ Description	Amount	Balance
<b>New Membership Packets</b>					
1/20/16	Receipt	Thorson, Cristina	Fee for Certification Application	\$35.00	
1/28/16	Receipt	Falin, Mariah	Fee for Certification Application review	\$35.00	
<b>Total for New Membership Packets</b>				<b>\$70.00</b>	
<b>Renewal Memberships</b>					
1/19/16	Receipt	Causbie, Katherine	Certification Packet Purchase	\$35.00	
1/22/16	Receipt	Barkhurst, Alora	Certification Packet Purchase	\$35.00	
1/25/16	Receipt	Pierce, Jocelyn	Certification Packet Purchase	\$35.00	
<b>Total for Renewal Memberships</b>				<b>\$105.00</b>	
<b>TOTAL</b>				<b>\$175.00</b>	

COMMUNICATIONS UPDATE

EMAILED CHAIR, NO RESPONSE



**FUNDRAISING UPDATE**

EMAILED CHAIR, NO REPSONSE

**HOSPITAL AMBASSADOR UPDATE**

**MARKETING UPDATE**

**MEMBERSHIP UPDATE**

Date	Transaction Type	Client	Memo/Description	Amount	Balance
<b>New Membership Packets</b>					
1/19/16	Receipt	Causbie, Katherine	Membership Packets including annual dues for PALS Doula membership	\$50.00	
1/22/16	Receipt	Karkhurst, Alora	Membership Packets including annual dues for PALS Doulas membership	\$50.00	
1/25/16	Receipt	Pierce, Jocelyn	Membership Packets including annual dues for PALS Doula membership	\$50.00	
1/22/16	Receipt	Evans, Lynn	Membership Packets including annual dues for PALS Doula membership	\$50.00	
<b>Total for New Membership Packets</b>				<b>\$200.00</b>	
<b>Renewal Memberships</b>					
1/1/16	Pledge	Gershun-Half, Emma	Annual dues for PALS Doulas membership	\$50.00	



1/4/16	Receipt	Skiles-Bundy, Laura	Annual dues for PALS Doulas membership	\$50.00	
1/11/16	Receipt	Tremper, Shannon	Annual dues for PALS Doulas membership	\$50.00	
1/13/16	Receipt	Arita, Maritta	Annual dues for PALS Doulas membership	\$50.00	
1/16/16	Receipt	Cotton, Selina	Annual dues for PALS Doulas membership	\$50.00	
1/28/16	Receipt	Lynch, Kathleen	Annual dues for PALS Doulas membership	\$50.00	
1/29/16	Receipt	Popp, Paula	Annual dues for PALS Doulas membership	\$50.00	
1/30/16	Receipt	Pineda, Lauren	Annual dues for PALS Doulas membership	\$50.00	
<b>Total for Renewal Memberships</b>				<b>\$400.00</b>	
<b>TOTAL</b>				<b>\$600.00</b>	

**MENTORSHIP UPDATE**

I have reevaluated the paperwork sent to the mentees to introduce them to their new mentors, and hopefully it will be more clear now that they need to communicate with me. I still have concerns that the paperwork I send isn't being understood, and I am making a list of things to talk with mentors about at the beginning of the relationship to help set expectations about the process. I will be working with Susie Bordner on streamlining the matching process. Susie has taken on the Mentorship Lead for NAPS, and by comparing systems we hope to learn from each other and improve both processes.

I would like to suggest that if PALS (me!) loses paperwork that we grant a free extension of the packet. If it is my error, I will pay for it if necessary. It is important that we own our mistakes and make every effort to fix the problem as we are trying to build credibility and accountability. Kari Wheeler's paperwork was lost during the transition time last year, and





Christa Brown's paperwork was lost in my email recently while my internet was down. Both are back on track now.

Occasionally, I receive mentor requests from doulas who have not yet completed training, and I do not match them until this is done. I thank them for their paperwork, tell them to keep in touch with any questions, and explain that I will match them after their training. By matching doulas before the training, they system was slowed down and a spot was taken and not actively being used. At this time, all requests for mentors are filled and introductions are in process. With the holiday over, several more mentors are now available and open. I need to set up a better tracking system so that this information is more available to Board members.

#### MONTHLY FINANCIAL UPDATE

<u>This is What Happened in January</u>	<u>Notes</u>	
<b>Income</b>		
New Memberships	\$200.00	4 new
Renewals	\$400.00	8 renewals
Late renewal fees	\$30.00	2 late renewals
Certification Applications	\$70.00	2 applications
Certification Packets	\$105.00	3 cert packets
Annual Meeting Drawing	\$74.00	Raffle tickets
Misc Income	\$1.81	Interest on Savings
ADT Registrations- Bonding	\$175.00	5 reg
ADT Registrations- Spin	\$2,350.00	14 reg
<b>Total income</b>	<b>\$3,405.81</b>	
<b>Expenses</b>		
Telephone/DSL	\$24.46	CenturyLink
Mailbox rent	\$10.00	
ADT Exp-Room rental	\$500.00	Reservation for Bastyr 4/20/16
Office Software	\$327.70	Quickbooks Online 1 yr subscription
Website	\$40.21	Domain name- 2 yrs
Paypal fees - ADT	\$51.51	Spinning Babies , Prenatal Bond
Paypal fees	\$21.44	Certification and membership
<b>Total Expenses</b>	<b>\$975.32</b>	
<b>January Net Cash Flow</b>	<b>\$2,430</b>	

<u>Cash On Hand as of Feb 2, 2016</u>	<u>Notes</u>
Bank balance - BECU Checking	\$1,637.63
Bank Balance - BECU Savings	\$21,341.40
Paypal account Balance	\$3,630.87



Funds received, not yet deposited	\$0.00	
Total Cash On hand	<u><b>\$26,609.90</b></u>	
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<u>Recurring Monthly Expenses</u>		
Mailbox rent at El Centro	\$10.00	\$10/mo donation
CenturyLink (Phone/DSL)	<u>\$24.46</u>	
Total Estimated Monthly Expenses	<u><b>\$34.46</b></u>	
<u>Upcoming annual or one-time expenses to plan for:</u>		
Jan Annual meeting	\$200.00	Estimate from budget
Feb State annual filing fee	\$10.00	
Feb ADT Expenses	\$287.50	Budget for Feb 6 ADT less pd
Apr ADT Expenses	\$6,335.00	Budget for Tulley ADTs less pd
Aug GoDaddy Webhosting 1yr	\$230.00	
Sep Liability Insurance Dir E&O	\$900.00	
<b>Estimated Feb Expenses</b>	<b>\$531.96</b>	* Monthly plus Feb upcoming

PERC UPDATE

TREASURER REPORT

See President report

VOLUNTEER COORDINATOR UPDATE

See Vice President report

**ACTION ITEMS: [UPDATE THROUGHOUT MEETING]**

Email action items to Tiffany after Board Meeting by Monday evening

Tiffany and Paula – create a Google doc for Action Items by 2/12

Mariah – receipts from ADT to Melinda

Ildi – receipts from Annual meeting to Melinda

Mariah - email the waitlist with a deadline of Monday, February 10<sup>th</sup>. On February 11<sup>th</sup>, open the spots up to the public.

Mariah – email Daniela today regarding the Shoulder Dystocia Workshop have her email and have a deadline of February 22<sup>nd</sup>.

Mariah – email contacts in midwifery community about Should Dystocia Workshop by 2/12

Paula - Email scholarship recipients awarded scholarships and which level. Carol facilitator spot for Thursday by 2/15.

Paula – Contact The People’s Institute to sign up for training for Paula and Ildi



Paula – forward ADT Scholarship to Oesa and for feedback

Paula – email Maritta the annual meeting survey questions regarding monthly meetings (questions 4 and 5) by 2/10

Paula – March agenda item PALS Enhancing Diversity

Ildi – email volunteers regarding Openarms Luncheon by 2/10

Melinda – Yeah, Baby conference registration by 2/13

Tiffany – staff table at Yeah, Baby conference with backups

Maritta – contact Daniela with speaker info/location for upcoming Monthly Meetings by 2/13

Paula – post to FB group “What does our website need? Want to help?” by 2/10

Paula – email website committee by end of week