



**MARCH BOD MINUTES
MONDAY, MARCH 14TH, 2016**

AGENDA:

Approve February Board of Directors minutes
Little Red Hen – Carol
“Ya Baby” Expo
Marketing Opportunities: Parent Map details?
Website Committee Update: Listing Doulas on Website, Website Redesign RFP
NW Doula Conference Update
Friends of Youth Information
Monthly Meeting Update
Welcome Doula role
PALS Email Inboxes
Vote to recertify Kathleen Lynch
Barefoot Doctors Training
Thesis Project Collaboration
Discuss “Buddy System/Unofficial Mentor” idea from Annual Meeting

ATTENDING:

Tiffany Guenther
Mariah Falin
Carol Lynn
Paula Goelzer
Michaela Lewis
Melinda Ferguson
Maritta Arita
Ildi Sebestyén
Heidi Biddle (10:45)

MINUTES:

10:20 Introductions

10:25 February Meeting Minutes Approval

Melinda moves to approve the February minutes. Mariah seconds. Passes unanimously.

10:27 Little Red Hen – Carol



10:30 Ya Baby Expo

Saturday the 19th in Poulsbo. Set up starts at 8:30am. Event goes until 4pm. Looking for people to staff the table. PALS can pay for lunch and ferry rides.

10:35 Parent Map Details

Tiffany emailed to get more information, but hasn't heard back yet. ¼ page ad is around \$1100. Deadline is end of March. We'll do a board vote via email when we have more information.

10:40 Website Committee Update

What budget do we have for our non-profit website redesign. RFP with site map, with budget of \$2000-\$2500.

Tiffany moves to create RFP. Ildi seconds. Unanimously approved.

11:00 Barefoot Doctors Academy Training

Michaela Lewis is here to discuss if her training would be accepted toward certification with PALS. Materials were reviewed by Paula, Tiffany, and Heidi. Tiffany applied the training in our spreadsheet and it met all our goals. We reviewed with Michaela that her training covered herbs and essential oils, that is not allowed as a PALS certified doula. The mentorship would be an essential part of her PALS certification.

Carol moves to approve Barefoot Doctors Academy training as a training that counts toward certification with PALS. Mariah seconds. Passes unanimously.

11:10 NW Doula Conference – Ildi

Beginning of December Ildi passed information to NAPS for this year's conference. Ildi heard from Laura Marsh that the planning meeting is March 15th.

Conference is currently scheduled for October 17th, Seattle Club, downtown Seattle.

11:15 Monthly Meeting Updates – Ildi & Maritta

Great February meeting. Need printed sign up sheet. Ildi thinks we need at least one board member at each monthly meeting. Get schedule together for board member sign up.

Facilitating virtual attendance at monthly meetings – record meetings and have available on website behind member log-in, or on PALS YouTube channel. Melinda and Tiffany are planning to attend this month.

ADT or Monthly meeting idea: Premie/NICU what to expect training for doulas

Libraries close at 8pm. Can we do nighttime meetings from 6pm-8pm?

Puget Sound Birth Center might have space available for later times.



March – Katie Rhods

April – Ildi and Mariah: REACHE conference

May – Allie Lewis: Greenlake Library

June – Helen Martin: Elimination Communication

11:30 Recertification of Kathleen Lynch

Heidi moved to recertify Kathleen. She reviewed her packet and has no concerns. Ildi seconds. Passes unanimously.

11:35 Friends of Youth

Erin Elkins is collaborating with Friends of Youth. She feels that PALS could partner with them and could meet needs for them and also for our certifying doulas. Tiffany feels like we could do a monthly/quarterly meeting to discuss the role of doula. Tiffany can get a list of people looking for doulas. Sign up sheets: name, contact info, budget.

11:45 Certification Q&A

10am-noon Cliffhangers banquet room 17525 WA 99, Lynnwood, (425)967-5781.

Mariah will reserve. Heidi and Melinda will attend.

11:50 Welcome Doula Role

Should the Bastyr rep take over this role so that the new doulas are having a continuation of that relationship? Welcoming email, upcoming dates. Will get more information from current Welcome Doula to see if this is feasible.

11:55 Thesis Project Collaboration

Will send out to PALS doulas to participate if desired. Mariah post to PALS Facebook group.

12:00 Email Inboxes

Certification, President, Volunteer Coordinator, Mentorship have large inboxes.

12:20 Buddy System

Post to our Facebook page, available Buddies. Have Membership ask if they want to be announced on Facebook group. In Welcome email – “Would you like a PALS Buddy (to contact through social media) or Buddy Meet Up”? Eastside PALS Meet Up would work.

12:35 Meeting Adjourned



MARCH 2016 PRESIDENT'S REPORT TO THE BOARD

This month I did some admin work—sending out certification packets, our Annual filing with the Secretary of State, depositing checks and paying bills. I communicated with Mariah and Gail about getting airfare paid for the upcoming spinning Babies workshop. We paid her to buy a ticket at her convenience.

I've also been promoting the Open Arms Spring Luncheon, as a table captain encouraging our members to come support this fundraiser. As of right now, we have just 5 people at our table that seats 9.

Held Executive team meeting on March 7th.

MARCH 2016 VICE PRESIDENT'S REPORT TO THE BOARD

- Attended the February BOD meeting
- Created an editable spreadsheet that members can assign and track tasks
- Created a 2016 events page that will be handed out to all doula trainings
- Collaborated with Paula about PALS inclusive language regarding additional certification organizations, the Bastyr doula training language and website updates.
- Suggested edits and looks for the website meeting.
- Registered for the Yeah, Baby! Kitsap's first baby expo so PALS can support the peninsula doulas and bring in clients for those doulas.
- Collaborated a vote with the marketing team (Yes 6:7) to invest in a 1/4 page ad in ParentMap. Sent to Melinda for approval.
- Updated the Google Drive Volunteer list
- Held a successful volunteer appreciation event with the HUGE help of Paula, Melinda and Carol Lynn.
- Went to the Kitsap, Henna and Hope fundraiser to represent PALS with Mariah Falin.
- Checked in with Shannon Tremper about being either our treasurer or social media coordinator, still needing time to think.
- Successfully transferred the switchboard lead position from Selina Cotton to Annalee DeBoer

ADT UPDATE

March 19th "When a Baby Dies," class with Gigi Wickwire:



We currently have 8 people registered and 3 people who have expressed interest in the scholarship. (One registrant is hoping to transfer her ticket to another person).

Total collected income is \$1000.

Anticipated Outgoing- \$200 speaker fee, and \$200 for lunch/snacks and art supplies.

If we sell the remaining seats at \$125 each, that is an additional \$375 (new total \$1375 and \$975 total profit)

“Spinning Babies“ April 20-23rd:

We currently have 14 individuals registered for the Shoulder Dystocia event (cap is 30)

4 individuals registered for Belly Mapping (cap is 20)

87 individuals registered for the Spinning Babies series (cap is 90)

It appears only two of the scholarship applicants accepted the award, one full and one partial. The other two missed the March 1st deadline.

We have contacted Gail to begin travel arrangements. My hope is to set up a few volunteers who are willing to help her get to and from hotels, Penny’s home, and airport (or we should look at a Shuttle option). We also need to either price out a hotel between the Bastyr clinics, or find a host for Gail Tuesday, Wednesday, and possibly Thursday night – she will be staying with Penny the remainder of her visit.

I will be sending out final confirmations to all registered applicants this upcoming week using the form from Gail. I would like to be able to open the last few spots at that time. We have had quite a few people move around and I still need to sort that out.

CERTIFICATION UPDATE

Vote on Kathleen Lynch’s recertification.

Kiera Buechler’s certification packet is being reviewed by a third party, we won’t vote on certification until that is complete. She has been notified.

Shannon Laird sent in her re-certification packet fee last June, but didn't send in her recertification packet. She has been informed she owes the late fee and has one month left to recertify.

Date	Transaction Type	Name	Memo/ Description	Amount	Balance
New Certification Packets					



2/04/16	Receipt	Gilley, Rebekah	Certification Packet Purchase	\$35.00	\$35.00
2/7/16	Receipt	Shaw, Joanna	Certification Packet Purchase	\$35.00	\$70.00
2/20/16	Receipt	DeWeese, Kady	Certification Packet Purchase	\$35.00	\$105.00
2/26/16	Receipt	Carter, Katlyn	Certification Packet Purchase	\$35.00	\$140.00
Total for New Certification Packets				\$140.00	
Recertification Application Fee					
2/19/16	Receipt	Lynch, Kathleen	Recertification Application Fee	\$35.00	\$35.00
Total for Recertification Application Fee				\$35.00	
Application Review Fees					
2/22/16	Receipt	Buechler, Kiara	Certification Application Review Fee	\$35.00	\$35.00
Total for Certification Application Fees				\$35.00	
TOTAL				\$210.00	

COMMUNICATIONS UPDATE

FUNDRAISING UPDATE

HOSPITAL AMBASSADOR UPDATE

MARKETING UPDATE

See VP Report

MEMBERSHIP UPDATE

Date	Transaction Type	Client	Memo/Description	Amount	Balance
New Membership Packets					
2/04/16	Receipt	Gilley, Rebekah	Membership Packets including annual dues for PALS Doula	\$50.00	\$50.00



			membership		
2/07/16	Receipt	Shaw, Joanna	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$100.00
2/20/16	Receipt	DeWeese, Kady	Membership Packets including annual dues for PALS Doula membership	\$50.00	\$150.00
2/26/16	Receipt	Carter, Katlyn	Membership Packets including annual dues for PALS Doula membership	\$50.00	\$200.00
Total for New Membership Packets				\$200.00	
Renewal Memberships					
2/4/16	Receipt	Biddle, Heidi	Annual dues for PALS Doulas membership	\$50.00	\$50.00
2/4/16	Receipt	Sundstrom, Dolly	Annual dues for PALS Doulas membership	\$50.00	\$100.00
2/8/16	Receipt	Canfield, Crystal	Annual dues for PALS Doulas membership	\$50.00	\$150.00
2/21/16	Receipt	Linares, Anna	Annual dues for PALS Doulas membership	\$50.00	\$200.00
2/23/16	Receipt	Popp, Paula	Annual dues for PALS Doulas membership	\$50.00	\$250.00
Total for Renewal Memberships				\$250.00	
Supporting Memberships					
2/7/16	Receipt	Jordan, Sarah	Supporting Membership	\$25.00	



Total for Supporting Memberships	\$25.00
TOTAL	\$475.00

MENTORSHIP UPDATE

There are eight new applicants for mentors since last month. Last month was the first time I could say that all applicants were matched. While this was good news, it just means that now my mentors won't be available until their newly assigned mentees finish the process with them.

Two of the mentors who previously said they would be available after the first of the year are not ready to take on mentees yet. Two mentors have been willing to take on more than one mentee.

Because the mentees are responsible for finding their own clients, there is often a huge delay between the time they are assigned and the time they actually need their mentors and are able to finish the process. In the meantime, I have others on the waitlist who already have births lined up and are ready to go. Ideally, they would find their birth clients before they are assigned but then a mentor would be needed almost immediately and there might not be an opening available. I am still thinking through how to make this process work more efficiently.

The new mentee application form and new introduction letter and checklist designed by Paula has been working very well, and a new introduction letter and checklist for apprentices is in the works.

MONTHLY FINANCIAL UPDATE

<u>This is What Happened in February</u>	<u>Notes</u>	
Income		
New Memberships	\$200.00	4 new
Renewals	\$250.00	5 renewals- 1 dbl to be refunded
Supporting Memberships	\$25.00	1 renewal
Certification Applications	\$35.00	1 applications
Certification Packets	\$140.00	4 cert packets
Re-Certification Applications	\$35.00	1 applications
Misc Income	\$1.69	Interest on Savings
ADT Registrations- WaBD	\$750.00	6 reg
ADT Registrations- Shoulder Dis	\$300.00	3 reg
ADT Registrations- Belly Map	\$70.00	2 reg
ADT Registrations- Spin	\$1,637.50	10 reg, 1 schol
Total income	\$3,444.19	
Expenses		
Telephone/DSL	\$24.46	CenturyLink
Mailbox rent	\$10.00	



Certification Expense	\$23.56	Nametags
Postage	\$15.68	Mail nametags? Mail Vol Apprec cert?
Marketing/Outreach	\$175.00	Kitsap Baby Expo booth fee
Taxes & Licenses	\$10.00	State Annual filing fee
Annual Meeting Exp- Food	\$110.24	
Volunteer Appreciation	\$421.53	Food for Event 2/13/16
Paypal fees - ADT	\$66.32	Spinning Babies , WaBD, SD, BM
Paypal fees	\$18.68	Certification and membership
Total Expenses	\$875.47	
February Net Cash Flow	\$2,569	

<u>Cash On Hand as of Mar 10, 2016</u>		<u>Notes</u>
Bank balance - BECU Checking	\$1,524.49	
Bank Balance - BECU Savings	\$21,343.09	
Paypal account Balance	\$6,705.05	Includes refunds
Funds received, not yet deposited	\$445.00	
Total Cash On hand	\$30,017.63	

<u>Recurring Monthly Expenses</u>	\$34.46	Mailbox rent, phone
<u>Upcoming annual or one-time expenses to plan for:</u>		
Jan Annual meeting	\$200.00	Estimate from budget
Feb ADT Expenses	\$287.50	Budget for Feb 6 ADT less pd
Mar ADT Expenses		Budget for WaBD
Apr ADT Expenses	\$5,935.00	Budget for Tulley ADTs less pd
Aug GoDaddy Webhosting 1yr	\$230.00	
Sep Liability Insurance Dir E&O	\$900.00	
Estimated Mar Expenses	\$521.96	* Monthly plus Mar upcoming

MONTHLY MEETING -ILDI

Marita did a good job at the last monthly meeting, however I have a few things I wanted to share with the board. She needs to have a proper sign in sheet to get people's names and email addresses. We had 2 non-members attend. One of them had specific questions about certification so I directed her to Heidi. I also noted that there were no other board members present. Mariah Skype'd in but it was hard to hear her.

I think we should always have at least one board member attending these monthly meetings in person as the attendees might have questions, we might find new volunteers, it would allow us to inform the participants about upcoming ADTs and future meetings, etc. I cannot



attend all monthly meetings and Marita will need someone who can help her with these things.

I propose opening this up for a discussion to see what other board members think.

NORTHWEST DOULA CONFERENCE -ILDI

I know nothing about the NW Doula conference. They do not send me emails, I do not even know if anyone from PALS is involved, and I have no idea when the planning meetings are. April Bolding is going to be the keynote speaker, but I only know this as she emailed the nwdoulaconference@gmail.com email address and I still see those emails.

I am surprised by the lack of communication from NAPS. If I remember correctly PALS and NAPS were working on strengthening their relationship, unfortunately I do not see any signs of that through the organization of this year's conference.

I can reach out to Laura Marsh directly, but I wanted to see first if anyone else from the board knows anything.

PERC UPDATE

VOLUNTEER COORDINATOR UPDATE

WEBSITE COMMITTEE

The website committee held it's first meeting this month. Paula Goelzer, Selina Cotton, Mariah Falin, Erin Elkins, Daniela Resh, and Ildi Sebestyén attended, and Tiffany sent an email with suggestions. The website committee identified goals for the website to have a clean, easy to use homepage with two distinct sections - one for parents-to-be and one for birth professionals, and also to be simple for volunteers to update content. Erin and Daniela worked to clean up outdated information on the website during the meeting and implemented some of Selina's ideas. Because Selina worked the switchboard, she had a list of commonly asked questions that she thinks the website should be able to answer for people who are contacting her. Mariah and Paula collaborated to create a site map to incorporate all the elements discussed.

One specific question that came up that we need to discuss is how to list our certified doulas on our website. Currently we have a page that lists our certified doulas alphabetically by last name. This page already needs some updates to make it more appealing. We would like to discuss if we should keep our certified doulas listed by last name, or if we should list them differently. Ideas that came up were: to list doulas in groups of how long they have been



doulas/have been certified/have been members of PALS/have been PALS certified.

The next step for the website committee would be to create a written “Request For Proposal” outlining our needs and our budget. We can put this out to the web development community and see what, if any, interest there is. The back up plan is for the website committee to create a website on our own to meet our needs. The website would be simple, yet functional for all our needs. We would like to board to discuss what type of budget we can allocate to this activity.

ACTION ITEMS: [UPDATE THROUGHOUT MEETING]

- Tiffany – get info from Parent Map and start board email vote
- Website –RFP done by 25st, response by April 25st
- Update website with info that Barefoot Doctors Academy is approved training toward certification.
- Paula – send signup sheet to Maritta to use for monthly meeting
- Tiffany – follow up Friends of Youth & Erin Elkins
- Mariah – reserve meeting room for Cert meeting in May
- Tiffany – contact Christi Nixon and Sophie Sheller about updated volunteer roles
- Mariah – post Thesis to PALS Facebook group
- Paula – follow up with Erin about email inboxes
- Paula – update apprenticeship paperwork for Carol
- Mariah – send out executive team email to vote on scholarships for Gigi’s training
- Daniela – post our meetings on PSBC