



MAY BOD MINUTES
MONDAY, MAY 8TH, 2016

AGENDA:

Approve April BOD Minutes
Friends of Youth collaboration update
Bastyr Birth Doula Workshop scholarship
Website RFP
Discuss trading BOD meeting minutes with NAPS
Spinning Babies recap
Mentoring/Certification Update
Volunteer Etiquette
Sindea Kirk Recertification status
Vote on recertification for Susie Bordner
Discuss Brown Bag Lunch series
DONA Conference

ATTENDING:

Melinda Ferguson
Mariah Falin
Carol Lynn
Heidi Biddle
Tiffany Guenther
Paula Goelzer

MINUTES:

10:10 Approve April Meeting Minutes

Tiffany moves. Carol seconds. All in favor. Passes unanimously.

10:15 FOY Collaboration

Tiffany plans to attend a FOY board meeting in June/July with Erin Elkins to gain a better understanding of the proposed collaboration. She will report back after the meeting to discuss next steps.

10:20 Trading BOD Meeting Minutes with NAPS

Melinda spoke with the President of NAPS regarding swapping minutes so we're up-to-date with each other's organizations. Carol moves to that the secretary send approved meeting



minutes to the secretary of NAPS and receive the BOD meeting minutes from NAPS on behalf of the board. Melinda seconds. All in favor. Motion passes unanimously.

10:25 Spinning Babies Recap

Huge success. Massive undertaking. Feedback is that people really loved the information that was presented. Initial debrief with PALS members was very successful. Financial success. Some small expenses are still outstanding. Net income was around \$5,000. The board will consider offering a small stipend to the coordinators for their time and effort.

10:35 Brown Bag Lunch Series

Proposed idea for a fourth "ADT" would be a 6-8 week business skills training with Steve Showalter, CPA. New training each (or every other) week. Maybe end of summer/fall.

10:45 Website RFP - Mariah

Request finish-by date: 8 week deadline.

Move proposal to one month from sending out, adjust dates accordingly.

Pending revisions, Melinda moves to approve RFP. Mariah seconds. All vote to approve.

Passes unanimously.

10:55 Volunteer Etiquette - Tiffany

Reminder Blurb: Respecting volunteer boundaries and timeline needs to be a priority. Our volunteers burn out when we don't follow the guidelines we've established. Make sure we're giving our volunteers plenty of time to complete tasks so we aren't overwhelming them. When volunteers are needed, let the volunteer coordinator know so she can reach out to appropriate people for the task.

11:00 Certification

Sindae Kirk has website/doulamatch profile that says that she is PALS certified. Her certification and membership have lapsed. Multiple reminder emails were sent to the email address on file without her reaching out to remedy the situation. Heidi will draft an email contacting her to let her know she is currently outside of the six-month grace period for recertification.

Susie Bordner has applied for recertification. Heidi reviewed the packet and there were no issues. She believes Susie has demonstrated commitment to the doula profession and to the PALS organization. Tiffany moves to approve her recertification. Melinda seconds. All vote to approve. Passes unanimously.



11:15 Mentoring – Carol

Mentoring Check-in: Carol is feeling pressured by applicants to make mentorship matches outside of the normal process for various reasons. She is uncomfortable giving special or preferential treatment to any mentorship candidate, regardless of the merit of the exception being requested. The board feels that we need to adhere to the process for all applicants. We do need additional PALS approved mentors as we are selling and receiving more certification packets.

May need to add a “deadline for contact” to the wording to hold mentees accountable for moving forward with the process in order to keep from getting a backlog of mentees. Ideally, would like to have five more mentors. Tiffany will give names of volunteers who may be a good fit.

11:45 Bastyr BDSW Scholarship Application

Following changes to be made:

Spacing

Include deadlines

3 Full scholarships

Melinda moves to pass the scholarship application pending changes. Heidi seconds the motion. All vote unanimously to approve.

12:00 DONA Conference

DONA announced that there would be no compensation/financial incentive for volunteers: Conference cost is \$200/day; early bird \$400/450 (member/nonmember).

Idea: Silent auction donation.

Melinda moves that we donate a basket with a max budget of \$100 in value including a birth ball, rebozo, Spinning Babies reference cards, and Theo’s chocolate to the DONA silent auction. Tiffany seconds. All vote unanimously to approve.

12:10 Midyear Budget

After reviewing midyear budget, the board votes to reallocate funds in the following categories:

Heidi moves to increase the number of scholarships for Bastyr BDSW training from two to three. Melinda seconds. All vote unanimously to approve.

Heidi makes a motion to increased board development budget to \$1400, with one full scholarship for the DONA Conference to a PALS board member who will present the content of the conference at a PALS monthly meeting, with the remainder of the funds being split by the board members who plan to attend. Tiffany seconds. All vote unanimously to approve.



Melinda votes that Mariah Falin be the board member to receive the full scholarship. Carol seconds. All vote unanimously to approve.

12:20 MEETING ADJOURNED

MAY 2016 PRESIDENT'S REPORT TO THE BOARD

This past month was quite busy with the Spinning Babies series of workshops. I worked with Mariah to purchase food for each day, pickup Gail Tully from the airport, help set up each of the three days, transport Gail to her hotel, print evaluations, handouts and CEU certificates, gather teaching props, and generally assist through two of the full workshops and the Belly Mapping class. It was an incredible experience, and exhausting. Afterwards Mariah and I met briefly to debrief, but I feel we could do that more formally to help ease future planning. We had quite a few people who volunteered to help—many thanks for all of them! Mariah and I made a list of thank you notes to send out, but I'm not sure if that was completed. We also set up and held a post workshop debrief meeting which was great! We really got to work through some scenarios and think through things.

This month two certification packets and one recertification packet have come in. I've scanned those into the PALS computer and emailed them on to Heidi. One of the certification packets was incomplete and is awaiting a few documents.

There were a number of bills to be paid and a few Spinning Babies refunds to be processed as well. Most significantly was the substantial Speaker's Fee to Gail Tully (see Dorothy's financial report). Also paid out was the PALS fliers that got printed, printing for Spinning Babies Handouts, food for the workshops, hotel cost,

I emailed many of the people who've purchased a certification packet in the past two years, and live somewhat near where the upcoming Certification Q and A meeting is happening to personally invite them to attend. That meeting will be May 11th.

I met with Rebekah Orton to discuss the Treasurer position with PALS. I was able to give her some fairly detailed information about how much work it would be and what's expected.

Open Arms requested and received a copy of both the membership packet and certification packet. They agreed to make note on their copy that they are samples only.



Lily Ostle from NAPS contacted me about sharing Board meeting minutes on a regular basis so we can all be informed about what each organization is doing.

MAY 2016 VICE PRESIDENT’S REPORT TO THE BOARD

- Went to BECU to figure out why the card was being declined. Determined it was a faulty card. Need Melinda to go to the bank and have the card checked out/replaced.
- Gave input on certification issues regarding Kiara through email.
- Gave input and follow up with mentees and mentor issues.
- Voted Mary Ann Rohrer in as the hospital ambassador lead
- Ordered doula fliers and gave some to Melinda. Will give rest to Paula at Monday's meeting

MAY 2016 SECRETARY’S REPORT TO THE BOARD

- Reviewed the Website RFP Mariah created to make sure it included our priorities.
- Updated the ADT Scholarship application to be specific for the BDSW at Bastyr.
- Contacted Erin Elkins regarding the Provider Outreach email address
- Created a Monthly Meeting sign-in sheet that includes a photo/video release and emailed to Maritta.
- Drafted emails outlining certification steps for doula seeking certification
- Email Erin Elkins approved April Board meeting minutes to upload to website
- Email committee chairs for agenda items and compile agenda for Board meeting

ADT UPDATE

CERTIFICATION UPDATE

Date	Transaction Type	Name	Memo/ Description	Amount	Balance
Certification Application Review Fee					
4/27/16	Receipt	Lindberg, Kate	Fee for Certification Application Review	\$35.00	\$35.00
Total Certification Application Review Fess				\$35.00	
Recertification Application Fee					
4/22/16	Receipt	Bordner, Susan	Recertification Application Fee	\$35.00	
Total for Certification Application Packet Review				\$35.00	



Certification Packet Purchases					
4/4/16	Receipt	Camp, Carissa	Certification Packet Purchase	\$35.00	\$35.00
4/5/16	Receipt	Starbird, Andrea	Certification Packet Purchase	\$35.00	\$70.00
4/11/16	Receipt	Danan, Idil	Certification Packet Purchase	\$20.00	\$90.00
4/12/16	Receipt	Tallon, Molly	Certification Packet Purchase	\$35.00	\$125.00
4/18/16	Receipt	Brooks, Lindsey	Certification Packet Purchase	\$35.00	\$160.00
4/20/16	Receipt	Hernandez, Lynn	Certification Packet Purchase	\$35.00	\$195.00
Total for Certification Packet Purchases				\$195.00	
TOTAL				\$265.00	

COMMUNICATIONS UPDATE

FUNDRAISING UPDATE

HOSPITAL AMBASSADOR UPDATE

MARKETING UPDATE

MEMBERSHIP UPDATE

Date	Transaction Type	Client	Memo/Description	Amount	Balance
New Membership Packets					
4/4/16	Receipt	Camp, Carissa	Membership Packets including annual dues for PALS Doula membership	\$50.00	\$50.00
4/5/16	Receipt	Starbird, Andrea	Membership Packets including annual dues for PALS Doulas	\$50.00	\$100.00



			membership		
4/12/16	Receipt	Tallon, Molly	Membership Packets including annual dues for PALS Doula membership	\$50.00	\$150.00
4/18/16	Receipt	Brooks, Lindsey	Membership Packets including annual dues for PALS Doula membership	\$50.00	\$200.00
4/20/16	Receipt	Hernandez, Lynn	Membership Packets including annual dues for PALS Doula membership	\$50.00	\$250.00
4/27/16	Receipt	Coote, Georgie	Membership Packets including annual dues for PALS Doula membership	\$50.00	\$300.00
Total for New Membership Packets				\$300.00	
Renewal Memberships					
4/4/16	Receipt	Resh, Daniela	Annual dues for PALS Doulas membership	\$50.00	\$50.00
4/14/16	Receipt	Hladik, Tanya	Annual dues for PALS Doulas membership	\$50.00	\$100.00
4/27/16	Receipt	Fischer, Marcia	Annual dues for PALS Doulas membership	\$50.00	\$150.00
4/30/16	Receipt	Bennion, Maureen	Annual dues for PALS Doulas membership	\$50.00	\$200.00
Total for Renewal Memberships				\$200.00	
Supporting Memberships					



4/18/16	Receipt	Ufer, Laurie	Annual Supporting Membership	\$25.00	\$25.00
4/22/16	Receipt	Kennedy, Annie – Simkin Center	Annual Supporting Membership - Renewal	\$25.00	\$50.00
4/25/16	Receipt	Wilson, Tiffany	Annual Supporting Membership	\$25.00	\$75.00
Total for Supporting Memberships				\$75.00	
TOTAL				\$575.00	

MENTORSHIP UPDATE

MONTHLY FINANCIAL UPDATE

<u>This is What Happened in April</u>		<u>Notes</u>
Income		
New Memberships	\$300.00	6 new
Renewals	\$250.00	5 renewals
Supporting Memberships	\$75.00	1 renewal, 2 convert from general
Certification Packets	\$195.00	6 cert packets (1 partial pay)
Certification Fee	\$35.00	1 app
Recertification Fee	\$35.00	1 app
Misc Income	\$2.02	Interest on Savings
ADT Registrations- Shoulder Dis	\$150.00	3 reg, 2 refunds
ADT Registrations- Belly Map	\$70.00	2 reg
ADT Registrations- Spin	\$1,050.00	8 reg, 1 refund
Total income	<u><u>\$2,162.02</u></u>	
Expenses		
Telephone/DSL	\$24.46	CenturyLink
Mailbox rent	\$10.00	
Office/Admin	\$16.43	E-file tax forms thru Quickbooks
ADT Speaker fees	\$9,292.12	Tully
ADT Food & Materials	\$546.41	Tully
Misc	\$11.11	Wrong card used- PALS to be reimb
Community Sponsorships	\$100.00	MAWA Spring conference- table
Marketing -Public Outreach	\$450.00	Parent Trust sponsor/flyers
Marketing -Public Outreach	\$176.95	Print flyers
Marketing -Public Outreach	\$74.46	Yeah, Baby! Expo supplies
Paypal fees - ADT	\$48.73	Spinning Babies ,BM, SD
Paypal fees	\$25.54	Certification and membership



Total Expenses	<u>\$10,776.21</u>
April Net Cash Flow	<u>-\$8,614</u>

Cash On Hand as of May 4, 2016		Notes
Bank balance - BECU Checking	\$295.96	
Bank Balance - BECU Savings	\$19,407.16	
Paypal account Balance	\$3,027.46	
Funds received, not yet deposited		
Total Cash On hand	<u>\$22,730.58</u>	
<u>Recurring Monthly Expenses</u>	\$34.46	Mailbox rent, phone
<u>Upcoming annual or one-time expenses to plan for:</u>		
May ADT Expenses		any unpaid expenses?
Jul DONA Conference	\$400.00	
Aug GoDaddy Webhosting 1yr	\$230.00	
Sep Liability Insurance Dir E&O	\$900.00	
Estimated May Expenses	\$34.46	* Monthly plus May upcoming

PERC UPDATE

VOLUNTEER COORDINATOR UPDATE

- Found volunteers to coordinate and help with the Spinning Babies set-up.
- Set up Tuesday evening, Thursday morning and evening transition.
- Met with Juliet Powell about becoming more involved with volunteering. She wants to spend more time getting to know doulas in PALS before committing.
- Checked in with Kelsey Henry. She wants to go further with PERC. Will talk at the May 26th meeting if she can get work off.
- Followed up with Rebeckah Orton regarding treasury. Melinda checked in as well, I have not heard an update.
- Finding volunteers to staff the MAWS Conference table.
- Pursued Sophie Scheller to be involved in new roles in PALS other than welcome doula.



ACTION ITEMS: [UPDATE THROUGHOUT MEETING]

- Paula: Revise RFP: send to full board, send to Daniela for email to broader list, upload to our website (NEWS), and add our member FB, PSBP. Website committee will weed down list and bring top people to board for June 13th.
- Paula: Help draft email communication with Heidi
- Paula: Update Bastyr scholarship app, email to Melinda and Daniela for distribution.
- Update website to say "Packet should be purchased AFTER attending BDSW"
- Melinda gift basket for DONA
- Tiffany will contact Allison Scott about wine for basket
- Mariah – follow up with Steve Showalter regarding possibility/logistics of training series.