



SEPTEMBER BOARD OF DIRECTORS MINUTES
MONDAY, SEPTEMBER 12TH, 2016

AGENDA:

Review calendar to decide when Board meetings will move to third Monday
Vote on August BOD Meeting Minutes
FOY update (10min)
MAWS Fall Conference sponsorship
Ordering a large PALS display banner
Discuss website event ticketing costs and options
Discuss Olympia PALS meet-ups
Discuss Open Arms Approved Training from 2011 towards PALS certification
Vote on Certification
Vote on Recertification
Review Experienced Doula Certification Packet
Clarify provider evaluations language in certification packet
Update with the volunteer spreadsheet and Northwest
Update on website

ATTENDING:

Tiffany Guenther
Carol Lynn
Paula Goelzer
Laurie Levy
Ana Pastor
Heidi Biddle
Krista Thompson
Liz Gardner
Rebeckah Orton (10:45am)
Mariah Falin (11:40am)

MINUTES:

10:30 APPROVE AUGUST BOD MEETING MINUTES

The board voted by email to amend the August Board of Director's meeting minutes to remove extraneous information submitted in the President's report. The vote passed 5/7, with one board member not voting, and one voting to include the report as written.

Tiffany motions to approve to August board meeting minutes with the proposed edits. Carol seconds. Heidi and Paula vote to approve as well.



10:45 MAWS CONFERENCE

Oesa contacted Tiffany to discuss PALS sponsorship of the MAWS conference, November 4th at Renton Community center. \$150 sponsorship table would allow us a staffed information table. PALS members would staff the table for morning and afternoon, two four-hour shifts. Carol motions that we participate in the MAWS conference as outlined. Paula seconds. Vote passes unanimously.

11:00 PALS BANNER

Tiffany thinks it would be a good investment for PALS to have a \$200-300 professional banner with stand created. The board agrees and feels there is money in the budget for the purchase. Tiffany will look into specifics and bring it to the next board meeting.

11:05 FRIENDS OF YOUTH UPDATE

Erin Elkins has been participating for the last two years at Friends of Youth, which serves people 11-24 years old who meet specific criteria. Clients have home visitors similar to caseworkers who get to know the expectant parents during pregnancy and follow up during the first year. Tiffany gave the PALS presentation and discussed our volunteer/low-cost doula resource. Tiffany has asked them to update their paperwork to make it easier for us to match our doulas with their clients.

Tiffany wants to be the person running the matching of clients with doulas on our end right now. In the future, if the program grows to capacity (up to five clients per month), there might be an opportunity for someone to take over the program for her.

11:15 OLYMPIA PALS MEET-UPS

Portia Tolentino contacted Paula about running an Olympia PALS member meet-up for networking and support in the Olympia area. The board thinks this is a good idea as long as Portia is willing to run it. Tiffany will contact the five PALS members that live south of Federal Way to see if they are interested in joining the meet-up group contact list (or possibly a Facebook Group). Paula will follow up with Portia once we hear back from those members.

11:20 OPEN ARMS OUTREACH DOULA TRAINING

Open Arms based their Outreach Doula Training program off our 2010 SoP and CoE. At that time, the training was conditionally approved by the board as long as it met the PALS criteria for Birth Doula Workshop trainings. Tiffany will get the Outreach Doula Training overview and details from Open Arms to see if it meets our current criteria for a Workshop for certification. It sounds like the training is six hours a week for 10 weeks, taught by



DONA/PALS trainers, and is a HealthConnect One program, which would exceed our training requirements. Once Tiffany has the overview of the training, we will do a comparison and vote officially next month to accept it as one of our trainings. We would love to have Cassie be at our board meetings to be an official Open Arms liaison to help with communications between the two organizations.

11:25 VOTE ON CERTIFICATION

Gwen Kiehne – Heidi and Deborah interviewed Gwen. There were no concerns. Heidi motions to certify. Tiffany seconds. Vote passes unanimously.

Laura Village – There were no concerns with Laura’s certification paperwork. We are using prior conversations and a written account of how Laura will meet PALS SoP and CoE, and how she’s communicating her boundaries with her clients, en lieu of an in-person interview. Heidi motions to certify. Paula seconds. Vote passes unanimously.

Kelsey Henry – Heidi interviewed Kelsey and feels she will be a fantastic asset to the doula community. There were no concerns regarding her certification packet. Heidi motions to certify. Tiffany seconds. Vote passes unanimously.

Mica Lewis – Mica has been patiently awaiting certification, but we couldn’t get a certification interview scheduled with her until tomorrow. The board would like to conditionally vote to certify her, as soon as her interview is complete. Carol motions to vote on her certification, which will be effective after Heidi interviews her tomorrow. Paula seconds. Vote passes unanimously.

Lynn Lambie – Voting on recertification. Heidi reviewed her packet and has no concerns. Heidi motions to recertify. Paula seconds. Vote passes unanimously.

11:35 CERTIFICATION REQUIREMENT CLARIFICATION

There were two issues regarding wording on a recently submitted certification packet. The first was regarding the wording for evaluations from providers, and the second was wording that says the evaluations, certifying births, and self-assessments don’t need to be from the same births.

We have different wording in different versions of our certification packets regarding evaluations from providers. We need to have one uniform idea going forward for what we want our certifying/recertifying doulas to submit.

Carol discussed the history and evolution of the evaluations and we spent time talking about what we want going forward as an organization. After much discussion, it seems to be the consensus that we want to be flexible so doulas can get evaluations from those who actually saw them supporting clients, which are the most helpful for the certification committee, but we don’t want to say that the evaluations have to all be from one type of provider. We could



either say, "Evaluations are to be from a medical provider who spent at least two hours with you while you supported your client in labor,"
or, "You must have an evaluation from a nurse for one of your certifying births, an evaluation from a doctor or midwife for the second of your certifying births, and a third evaluation for your third certifying birth can be from a medical care provider who is either a nurse or doctor/midwife." We need further discussion around this topic as we aren't feeling certain on the wording currently.

Tiffany motions to modify the wording in the certification packet to reflect that evaluations from parents and providers should be from the same births used for the self-assessments. Carol seconds. Vote passes unanimously.
By the end of the month we will vote on provider language for evaluations.

11:55 EXPERIENCE DOULA CERTIFICATION PACKET

With help from Carrie Kenner, Heidi and Paula worked to create a certification pathway for experienced doulas. This month, Paula created a certification packet for the experienced pathway. The packet was proofread and corrected for typographical errors and is now ready for release.

12:00 VOLUNTEER/LOW-COST DOULA RESOURCE

The volunteer/low-cost doula resource is operational and the link to the live document has been sent to Ali Lewis. Moving forward, the mentorship lead should ask doulas if they would like to participate in the resource when they are matched with a mentor.

12:05 WEBSITE UPDATE

The website is on track to be live by the end of September. There are a few options for ticketing and events. Each option offers different benefits.

The website committee will clarify which expenses are recurring and which are one-time purchases.

Tiffany moves to approve purchase of new ticketing and event plug-in the website committee feels would be the most beneficial. Carol seconds. Vote passes unanimously.

12:15 KIARA CERTIFICATION

Paula and Mariah will do certification interview with Kiara Beuchler before the next board meeting. Mariah will contact Kiara to schedule a time for the interview. Heidi will email certification questions to Paula.



12:20 – MOVING BOD MEETINGS

At the next board meeting, we will vote to move our board meetings effective January 2017 to the third Monday of the month from 10:30am-1pm, at the Bellevue Library.

12:25 – MEETING ADJOURNED

SEPTEMBER 2016 COMBINED PRESIDENT/VICE PRESIDENT'S REPORT TO THE BOARD

August 30th- Corresponded with Dila Perera regarding the Open Arms Doula Training created and approved by the PALS Board in 2011 with Alissa Wehrman. Our current board did not respond to inquiries if this training was adequate or within scope. Dila contacted Alissa Wehrman and found email proof from 2011 that PALS did approve this training. It will need to be updated into our certification packet and website. More information to come once Dila gets it to me.

Ordered and received the raffle items for the Northwest Doula Conference. A rebozo and peanut ball

August 8th- Attended August BOD meeting. Attended discussion afterwards. We were coming to a productive resolution and policy change when I had to leave for a birth. Meeting rescheduled and needed to be cancelled due to another birth, on my end.

August 18th- Trained and transferred passwords and logins for the new switchboard lead, Emmy leaving and Georgie beginning.

Trained further, the new membership lead, Kate Lindberg

Sent out 6 certification packets, processed 2 certification packets and 2 re-cert packets.

Retrieved PALS mail from El Centro twice a week.

Printed and filled out Secretary of State Amended Report forms to add Rebeckah as PALS treasurer.

Obtained President email login and passwords

August 31st- Presented with Erin Elkins to Friends of Youth for 2 hours. Discussed revising their doula referral form to make the process more stream lined and giving access to the volunteer doula spreadsheet once form is revised. Could bring in ~2 youth a month seeking free-low cost doula services. FOY are very excited to work with PALS and have this organization empowering young families. They serve any pregnant person under 24 years old that meets one of 7 criteria for support. Many are also homeless. They serve the mainly the Eastside, but as far north as Everett, south to Renton and East to North Bend. They do not serve Seattle.

Had Kate Lindberg's husband come to my home to backup everything on the PALS computer to the PALS Google Cloud. He will look into finding a cloud based pdf editor so



the certification packets can be time stamped remotely. (Until the website gets up and running)

August 27th- Attended the White People and Racism Forum led by Alisa Wehrman, Kristin Kali, Erin Gilmer and many others. I represented PALS and they were very impressed PALS is taking a stand against institutionalized racism and beginning to expand its image. Built some good bridges.

September 7th- Corresponded with Annie Kennedy regarding a new doula, Julia Forrester, from the Kitsap Peninsula. Annie said Julia is very frustrated with lack of scholarships and OAPS is not helpful either. I called Julia and said she could make payments towards her membership and explained we do not have a scholarship option in this capacity. She was very thankful for the call and will start making payments.

SEPTEMBER 2016 TREASURER'S REPORT TO THE BOARD

SEPTEMBER 2016 SECRETARY'S REPORT TO THE BOARD

Compiled August BOD Meeting minutes to include Tiffany's 'pep talk.'

I met with Heidi to review the certification packet submitted by Olivia Kimble. We outlined the missing elements to the certification packet and I drafted an email explaining the missing items and next steps the Certification Committee felt were necessary to move forward with certification. Olivia responded to that email indicating she did not wish to pursue certification. We let her know that PALS' policy is to hold incomplete certification packets until the expiration date.

I called the doulas in our mentorship program to see if they were interested in having their contact information in the volunteer/low-cost resource.

I emailed Ali Lewis and gave her the link to the volunteer/low-cost doula Google Doc.

I created a certification packet to use for our Experience Doula Certification. I emailed it to some of the board members to check for edits and made changes where necessary.

I drafted an email notifying the scholarship recipients and communicated with them regarding which trainings they'd like to attend.

Attended the Big Belly Training to answer questions and discuss PALS with the students.

Emailed a Welcome email to the students from Big Belly and updated the spreadsheet with their info.

Attend weekly website committee meetings.

Run mentorship program – matching mentees with mentors, collecting and organizing completed paperwork for certification



Took on two mentees, Tanielle Coffin and Andrea Starbird. Initial contact, review of SoP and CoE, prenatal, and birth are completed for Tanielle. Have not had initial contact yet from Andrea.

Emailed with Portia Tolentino regarding starting/organizing local PALS meet-ups for Olympia.

Emailed Board for reports and agenda items; collated reports and agenda.

ADT UPDATE

- o Starting the conversation up with Cammie again to do a breastfeeding group out on the kitsap in 2017
- o Connecting with a gentleman do do an ADT on partner support through the perinatal period (still possible 2016)
- o Business training (2016/2017)
- o 2017 class on Peanut Balls and birth support (also Belly Binding – with DONA CEUs)
- o Starting conversation with Jesse Remer and Stacey Marshall of PDX Doulas on ADT for Collaborative Care (4 DONA CEUs) 2017
- o Still interested in putting together almost a brown bag opportunity/Meeting – not necessarily an ADT or a monthly meeting – to meet weekly and discuss business questions and set up.

CERTIFICATION UPDATE

Date	Transaction Type	Name	Memo/Description	Amount	Balance
Certification Packet Purchases					
8/13/16	Receipt	Rabinowitz, Rachel Nelly	Certification Packet Purchase	\$35.00	\$35.00
8/19/16	Receipt	Freeman, Katie	Certification Packet Purchase	\$35.00	\$70.00
8/30/16	Receipt	Johnson, Michelle	Certification Packet Purchase	\$35.00	\$105.00
Total for New Certification Packets				\$105.00	
Certification Packet Review					
08/04/16	Receipt	Vilage, Laura	Certification Packet Review Fee	\$35.00	\$35.00
08/08/16	Receipt	Henry, Kelsey	Certification Packet Review	\$35.00	\$70.00



			Fee		
Total for Certification Packet Review Fees				\$70.00	
Recertification Applications					
08/08/16	Receipt	Dupree, Gwen	Recertification Application Fee	\$35.00	\$35.00
Total for Recertification Applications				\$35.00	
TOTAL				\$210.00	

COMMUNICATIONS UPDATE

FUNDRAISING UPDATE

HOSPITAL AMBASSADOR UPDATE

MARKETING UPDATE

MEMBERSHIP UPDATE

Date	Transaction Type	Client	Memo/Description	Amount	Balance
New Membership Packets					
08/13/16	Receipt	Rabinowitz, Rachel Nelly	Membership Packets including annual dues for PALS Doula membership	\$50.00	\$50.00
08/19/16	Receipt	Freeman, Katie	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$100.00
08/31/16	Receipt	Johnson, Michelle	Membership Packets including annual dues for PALS Doula membership	\$50.00	\$150.00
Total for New Membership Packets				\$150.00	
Renewal Memberships					



08/04/16	Receipt	Nixon, Christine	Annual dues for PALS Doulas membership	\$50.00	\$50.00
08/04/16	Receipt	Murfin, Cheryl	Annual dues for PALS Doulas membership	\$50.00	\$100.00
08/08/16	Receipt	Dupree, Gwen (2014-2016)	Annual dues for PALS Doulas membership	\$150.00	\$250.00
08/16/16	Receipt	Sell, Klarissa	Annual dues for PALS Doulas membership	\$50.00	\$300.00
08/16/16	Receipt	Kiehne, Gwen	Annual dues for PALS Doulas membership	\$50.00	\$350.00
08/23/16	Receipt	Duckworth, Autumn	Annual dues for PALS Doulas membership	\$50.00	\$400.00
08/29/16	Receipt	Kandeler, Shelia	Annual dues for PALS Doulas membership	\$50.00	\$450.00
08/30/16	Receipt	Falin, Mariah (pd two years)	Annual dues for PALS Doulas membership	\$100.00	\$550.00
08/31/16	Receipt	Vilage, Laura	Annual dues for PALS Doulas membership	\$50.00	\$600.00
Total for Renewal Memberships				\$600.00	
TOTAL				\$750.00	

MENTORSHIP UPDATE

There are currently 22 doulas matched with mentors. I have an unofficial list of about twenty packets that have been sold where the mentorship paperwork hasn't yet been returned. There are currently six people on the official waitlist for mentorship. Four of those people are not actively pursuing doula work for personal reasons. One person is pursuing doula work but has no clients. One person is waiting on an apprenticeship on the Kitsap Peninsula. I have



made multiple attempts via emails and voicemails to contact our mentor on the Peninsula, Crystal Gurney, and have not been able to reach her for the last two months.

I am actively pursuing leads for additional mentors. I will contact Lynn Lambie to see how she is feeling about returning to mentorship. I will contact Deborah Shelden and Matilda Linden.

MONTHLY FINANCIAL UPDATE

<u>This is What Happened in August</u>	<u>Notes</u>	
Income		
New Memberships	\$150.00	3 new
Renewals	\$600.00	9 renewals + 2 multi year
Supporting Memberships	\$0.00	
Certification Packets	\$140.00	4 cert packets
Certification Fee	\$35.00	1 app
Recertification Fee	\$35.00	1 app
Misc Income	\$1.77	Interest on Savings
Total income	\$961.77	
Expenses		
Telephone/DSL	\$24.46	CenturyLink
Mailbox rent	\$10.00	
Certification Expense		
Website	\$205.00	WooCommerce ext for website pymts
Website Hosting	\$119.88	GoDaddy for @palsdoulas.com *
PERC Scholarships	\$1,689.00	3 scholarships awarded
Paypal fees	\$23.33	Certification and membership
Total Expenses	\$2,071.67	
Aug Net Cash Flow	-\$1,110	

<u>Cash On Hand as of Sep 8, 2016</u>	<u>Notes</u>	
Bank balance - BECU Checking	\$535.48	
Bank Balance - BECU Savings	\$19,414.01	
Paypal account Balance	\$1,518.40	
Funds received, not yet deposited		
Total Cash On hand	\$21,467.89	



<u>Recurring Monthly Expenses</u>		\$34.46	Mailbox rent, phone
<u>Upcoming annual or one-time expenses to plan for:</u>			
Sep	Website design		Balance of pymt to Grace Studio
Sep	Liability Insurance Dir E&O	\$879.00	Due 9/18/2106
Oct			
Nov	ADT		Any scheduled ADT's?
Estimated Sep Expenses		\$913.46	* Monthly plus Sep upcoming

PERC UPDATE

NORTHWEST DOULA CONFERENCE 2017

Would like to start working on speakers and lining up sponsors and vendors for next year. I would like to focus on a theme around Breaking Down Barriers... Embracing Diversity... something along those lines.

- ~ Jen McLellan with Plus Size Birth
- ~ Ashley Dean Wells/Laura Wilson – Fourth Trimester Body Project

VOLUNTEER COORDINATOR UPDATE

WEBSITE COMMITTEE UPDATE

The Website Committee meets weekly to discuss the ongoing website development.

8/9 The web designer created a log-in so we could begin generating content for the website. We worked on colors, font, and layout. The board voted to authorize payment for a subscription/membership management tool to help streamline our membership and certification payments for our clients. Discussed ways to get photos for the website

8/16 We worked on the placement of logo for homepage. We discussed adding a place for a PALS blurb on the homepage so people would see they were at the Seattle PALS website and not the Philadelphia PALS website immediately. We looked at a gallery design Tari had done for another website to see if it would work for our “Meet PALS’ Doulas” page. After discussing, we decided to add it with a tab for our certified and certifying doulas. Later we discussed adding a volunteers tab as well, to give our volunteers a little recognition.

8/23 Created a Dropbox folder for doula profile pictures to populate our “Meet PALS’ Doulas” gallery. Still having issues getting enough photos for the website pages. Changed the pages to eliminate redundancy and add some content that was inadvertently being dropped from the original website.



8/30 Set up Mailchimp so we can have people directly join our mailing list. Discussed the need to color code the calendar so each type of event shows up in a different color. Tari requested a photo of the current Board for the board page; also, photos of each board member for a Board Gallery.

9/6 Tari is still working on the place for us to have a blurb on the homepage to identify we are the Seattle PALS. She needs a description of each “item” we “sell” so we can get that part of the website working. There will be a member protected page of the website for member documents, board meeting minutes, etc. We will program a new password periodically and email that to people who should have it. Tari wanted to discuss adding another feature to the Website that would streamline the payment process for our events. There are two options: The \$30 option and the \$149 option. I will defer to Mariah to explain the differences, as she is the person who understands the perks to both.

Tari believes her end of the website will be ready by the end of this month. We will need to still generate content on our end. We should start looking for a volunteer to manage the website once it's operational.

ACTION ITEMS: [UPDATE THROUGHOUT MEETING]

Tiffany – PALS banner research and proposal

Tiffany – Email Doulas south of Federal Way for Olympia Meet Up interest – five.

Tiffany – Contact Open Arms to get training overview for Open Arms Outreach Doula

Paula – Email Rokea about accepting her Outreach Doula Training

Paula – Email Gwen Dupree, Debra Shelden, and Matilda Linden about being a mentor

Paula – Email Heidi to get interview questions

Mariah – contact Kiara to schedule certification interview before next board meeting