



NOVEMBER 2016 BOD MINUTES
MONDAY, NOVEMBER 12TH, 2016

AGENDA:

Approve October Minutes
Communications lead introduction and goals, Lynn Hernandez
Website Tutorial information
Rewording Standards of Practice/Code of Ethics
Social Media Policy among PALS Members and Doulas
Certification Update
Rebeckah Orton resignation
History of PALS for website
Marketing Update
MAWS Conference and Playing Monopoly with God recap
November monthly meeting and cert Q&A in Kitsap recap
PERC renaming to REC, vote to approve

ATTENDING:

Tiffany Guenther
Carol Lynn
Paula Goelzer
Nathalie Munoz (Hennessy)
Janiece Collopy
Rebekah Gilley
Lynn Hernandez
Anna Linares (10:15)
Mariah Falin (10:20)
Heidi Biddle (10:40)

MINUTES:

10:10 Introductions

10:15 Approve October Board of Directors Meeting Minutes

Tiffany moves to approve October meeting minutes. Anna seconds. All in favor. Vote passes unanimously.

10:15 Lynn Hernandez communications lead



Working to understand mail chimp and making sure she understands the different lists.
Anticipates updating website in the future.
Looking at immediate needs: mail chimp, website, newsletter.

10:20 MAWS/Playing Monopoly with God

Playing Monopoly with God: Concurring postpartum psychosis from a first person perspective. Volunteered and were able to rep PALS at the event. Volunteering offset the cost of promoting, so it wasn't a financial investment for the marketing opportunity. MAWS, no membership sponsors. The conference and midwives felt very welcoming of PALS. They seem to know and appreciate PALS. Sophie Scheller staffed the table all day.

10:25 Monthly Meeting Recap

Pelvic floor physical therapist spoke at the November monthly meeting in Silverdale. Has volunteered to lead another monthly meeting. Tessa, prenatal yoga, was second speaker. At the cert Q&A directly afterward, five people attended to have questions answered; sold one cert packet.

10:25 Marketing Update

Anna created a marketing and social media volunteer description in the past month.

10:25 Volunteer Coordinator Update

\$100 to rent space at Anna's facility. December 2nd and 9th are available, starting at 5:00pm-undetermined. Annual meeting at Lake City Library on January 28th from 10-1.

Postcards: front with Holiday meeting, back with annual meeting.

Ideas for volunteer event anticipating 30:

- Julep nail salon, manicures and drinks. Would need group discount
"You gave us a hand, now let us take care of yours"
- Alki beach boat house, painting room \$20/hr, bigger room \$35/hr. Food and drinks
- Stoneway Café would be under budget; banquet room, \$350 food/beverage credit

Will discuss December 2nd.

10:30 Rebeckah Orton resignation

Due to an unexpected move out of state, Rebeckah has resigned her position on the board.

10:35 Rename PERC to REC

The board feels the PALS Ending Racism Committee could be more appropriately named as Racial Equity Committee. We will form a committee to work on the goals and a mission to



ensure they are specific, measurable, and escalating. Tiffany moves to rename PERC to REC. Tiffany moves. Mariah seconds. All in favor. Vote passes unanimously.

10:45 PALS website history

The history of PALS on our website is four pages long. To keep it to a readable length and focused on the organization, we're looking for suggestions for how to proceed. The most well received idea is to have link to a flowchart, explaining the other organizations that have been created from PALS.

10:50 Website Committee

The developer has done much more than our original scope. We have a few more things outstanding that we would like her to help with. We are thinking of writing an additional scope and asking what she would charge for the new scope.

Website tutorial with Teri will be on Google Hangouts so we can record it for future volunteers.

11:00 Certification Update

Interview Wednesday with Liz Gardner. Heidi reviewed her packet. There were no issues with her packet. We will vote via email after the certification interview.

11:05 Social Media Policy

There are templates for nonprofits of social media contracts that we would like to replicate. We want to make sure our doulas/members are abiding by specific sets of rules for social media. Will work on at PALS re-retreat. Would be included in certification packet. Also updating to include it on the PALS FB page.

11:10 Rewording Standards of Practice and Code of Ethics

Currently say our member doulas will abide by both. Need to either have member agree to abide by them OR change the language to reflect that it only applies to our certified doulas. Tiffany moves to change the language in the SOP/COE to say "certified doulas" instead of "members." Anna seconds. All in favor. Vote passes unanimously.

11:25 Questions/Discussions

Anna – start looking for new board members for Secretary position. Paula will forward Secretary wrap up to Anna by end of December

Anna – reaching out to committee chairs to understand committees to match potential volunteers



Mariah – Erin has passwords for emails. Tiffany will email her. When people are leaving volunteer positions, there should be an expectation of when information for your position will be passed on.

Carol – we should do an exit interview for people leaving the organization: get information, passwords, and documents; understand challenges, and unfinished business.

Tiffany – Annual meeting rough draft will be sent out December. Early January run through at Carol's house.

11:45 – MEETING ADJOURNED

NOVEMBER 2016 PRESIDENT'S REPORT TO THE BOARD

- October 6th- Met Anna Linares in her home, went over all Vice President and volunteer coordinator information and documents until she felt prepared to start the position.
- Oct 9th- Met with membership lead, Kate Lindberg. Went over certified doula renewal notices (weren't happening, error corrected) and trained her in updating Mail Chimp. Deleted all 900 contacts in Mail Chimp, uploaded two separate groups. Current Members and Certified Doulas.
- October 11th- Attended Alisha Wilkes and Nancy Bomgardner's Endocrine Disruptors and Your Health. Discussed afterwards a partnership with PALS to offer a free monthly meeting with this presentation.
- October 17th NWDC All day event.
- October 18th- October Monthly Meeting in Shoreline. Asked members *why* they chose PALS and *why* PALS certification is important to them. Their responses were; I needed legitimacy. I needed something to have in my hand to prove to myself and others that I can do the research and all the paperwork and have pride over my efforts. It's affordable. The extra unity and community that I feel with the certified title. Trust PALS because it's been around the longest. Clients trust to see I'm invested, professional and part of their community. Credibility, PALS means a lot to clients and providers, brought up in interviews. The resources.
- Coordinated with Communications lead to get promo emails regarding Playing Monopoly with God, Certified doula profiles for website, doula requests and updating website for Board meeting locations.
- Looked into pricing for PALS banner and checked first rough draft for banner. Designer in process of adding colors and photo to match updated website. Completion and banner received date by Dec 3rd Holiday Potluck.
- Received first 2 referrals from Friends of Youth. Both Spanish speaking teens, found them each a doula and transferred further communication between doula and case worker. (Oct 26th)



- October 19th- Met with Anna Linares to go over volunteer updates and answer questions about role.
- October 20th- Attended Snohomish County Breastfeeding Coalition, invited by Catherine Fenner. Made many Snohomish County connections. Including offers of meeting locations and potential sponsoring members.
- October 20th-Checked in with Nelly Rabinowitz regarding her certification with PALS. She has not had access to print the cert packet. I printed one with additional evaluation forms and data collection forms and mailed to her. We then discussed her huge achievement of becoming Rainer Valley Community Clinic's Coordinator Program of Doula Support. She would like PALS support in the low-cost/free doula spreadsheet. I have plans to meet with Nelly and Tara later this month (Nov) in ways both organizations can work together.
- Talked with Chelsea Moe about leading a monthly meeting talking about either Webster, general chiropractic care or infant cranial sacral massage therapy. Directed the conversation to Ildi.
- October 25th- Met Barrie Rein Thunemann about her previous participation with PALS. I updated her on what PALS has done since 2013 and she was amazed and proud of our hard work. She offered to host a monthly meeting and go over birth stories, healing and whatever else she may help with. She also offered to help write an outsider perspective of the progress and improvements PALS has made for our newsletter.
- October 25th- Met at the Lion's Den with Carol, Paula, Anna and Janiece to interview her for the treasurer position. There were some great questions asked and answered, she seems like a great fit for the position once trained and supported. We decided that it is best for her to attend an official board meeting before being approved.
- October 27th- Attended Playing Monopoly With God show. Was able to secure volunteers to staff each night (one on Oct 26th, too) By providing volunteers, Melissa let PALS promo the entire event, hand out materials and have a shout out on stage both nights, a value of \$500.
- November 2nd- Met Dorothy Landeen at Kirkland library and went over entire 2016 budget and projected and gained information for planning towards 2017 and 2018. There needs to be money spent in categories that has excess, or the money needs to be moved to another category. It is okay to make money, as long as we balance to zero at the end of each year. We cannot have unclaimed surplus as a not-for-profit.
- November 3rd- Met Melinda to head to Silverdale for the Kitsap Monthly Meeting and Cert Q&A. The speakers were Megan and Tessa. A pelvic floor physical therapist and prenatal yoga instructor. The two complimented each other wonderfully and were relevant and engaging to doulas. Megan would love to lead a training with PALS to give doulas some



hands on confidence and knowledge on how to support clients in each phase of pregnancy and labor. We had 5 attendees. One bought a cert packet on the spot and another is interested in a scholarship for membership and certification in the new year, Julia Forrester, who is a Native American and very involved in her community.

- Created contact information with photos/logos for Website of Supporting Members. Created PALS History for new website with some photos. Reviewed new website for final grammar/spelling/format corrections.
- Sent reimbursement to Ildi and Paula for their Undoing Institutional Racism payment.
- Ordered 2 PALS Nametags for certified doulas.
- November 4th- Attended the set-up and first half of the MAWS Fall Conference. Great attendance and many connections made. PALS is always welcomed, treated kindly and respected at the MAWS events. Volunteer Sophie Scheller took over (i.e. they give us a good spot, feed us when it isn't the norm for vendors and each board member comes over to say thank you)
- November 4-6th Attended the Annual Retreat. Prepared handouts for 7 people, including; 2016 budget, social media policies for non profits, full moon calendar, Bastyr birth doula calendar, big belly calendar of events, ADT budget projections, NWDC budget projections, PALS social media ideas with bullet points for added input, race equity tool, certifications of 2016 and goals for 2017, 2014 by-laws, all 2016 certification packet recipients, PALS History Report and brought the 2010 board manual binders for review. Also created the 2017 budget with Dorothy and downloaded it to be discussed with formulas inputted prior.
- I sent out 5 certification packets and processed 2 certification packets to be reviewed by Certification Committee.

NOVEMBER 2016 VICE PRESIDENT'S REPORT TO THE BOARD

This month has mainly been about getting organized and up to speed on all the information given to me by the previous VP/VC. During this month I have:

- Created a new excel spread sheet that will be able to track current volunteer committees and their members. I have also created tabs to be able to discern between potential volunteers I am communicating with along with the dates of communication.
- New Volunteers added to the list this month:
 - Haily Graham- Added to volunteers at large list
 - Nathalie Hennesy – Will attend board meeting on November 14th and is interested in being part of PERC
 - Rebekah Gilley – Will attend board meeting on November 14th and has been added to the volunteers at large list, specifically requesting call tree duty. There is also an expressed interest in being a board member



- Laura Levy- Added to volunteers at large list
- Currently awaiting for responses from other interested members who have not gotten back to me
- Event Planning:
 - Annual Meeting will take place at the Lake City Branch Library from 10-1 pm on January 28, 2017
 - Volunteer Appreciation Event:
 - Will discuss options at November 14th meeting. I have come up with some ideas that I would like to run through the board and dates.
- Met with Tiffany Guenther on dates 10/9 & 10/19 for:
 - Training/Transition of all google drive files to myself
 - Guidance on where to start, brief intro of current volunteers and an overview of what goals should be as previous VP/VC
 - Guidance on creating events for not for profits
 - Matching potential new volunteers to committees
 - Discussed the restructuring of renewal/welcome emails to new members
- Wrote a small piece on the importance of volunteering for the new PALS website
- Created new document for the duties and responsibilities for Marketing and Social Media Volunteers
- Read through:
 - PALS BOD History report
 - Ambassador Program Documents
 - All shared with me google drive
- Check-in's via email and in person:
 - Carol Lynn
 - Tiffany Guenther
 - Heidi Biddle
- Found and assigned volunteers for Playing Monopoly with God and MAWS conference

NOVEMBER 2017 SECRETARY'S REPORT TO THE BOARD

Spent a substantial portion of the month editing and rewording information on the website. Uploaded 2016 BOD meeting minutes to the website in the password protected area. Met to interview a potential new treasurer; took notes for other board members. Prepared my ideas, and helped with logistics and schedule for Board Retreat. Created transition plan to smoothly transition Secretary position in Feb 2017. Emailed October BOD meeting minutes to Board for review and changes. Updated action items to the Google Drive.



Attended Big Belly Services and Bastyr workshops to Rep PALS.
 Attended Board Retreat.
 Drafted sample Conflict Resolution policy and posted to Board FB group for feedback.
 Posted 2017 Goals from Retreat to FB group for discussion.
 Contacted Board and Committee chairs for reports and agenda items.
 Formatted and emailed monthly agenda to Board members.

ADT UPDATE

Mariah reached out to two speakers to get the ball rolling; hoping to finalize some details in the next few weeks and start advertising for a Jan/Feb ADT to get us started with a bang

CERTIFICATION UPDATE

Date	Transaction Type	Name	Memo/Description	Amount	Balance
Certification Packet Purchases					
10/03/16	Receipt	Brock, Leanne	Certification Packet Purchase	\$35.00	\$35.00
10/03/16	Receipt	Victorino, Maria	Certification Packet Purchase	\$35.00	\$70.00
10/03/16	Receipt	Nathan, Karen	Certification Packet Purchase	\$35.00	\$105.00
10/03/16	Receipt	Farole, Suad	Certification Packet Purchase	\$35.00	\$140.00
10/03/16	Receipt	Egal, Shamsa	Certification Packet Purchase	\$35.00	\$175.00
10/03/16	Receipt	Urrea Ibarra, Alejandra	Certification Packet Purchase	\$35.00	\$210.00
10/03/16	Receipt	Sanches, Julissa	Certification Packet Purchase	\$35.00	\$245.00
10/03/16	Receipt	Nathan, Cheyenna	Certification Packet Purchase	\$35.00	\$280.00
10/03/16	Receipt	Nathan, Valeria	Certification Packet Purchase	\$35.00	\$315.00
10/03/16	Receipt	Ali, Zuleka	Certification Packet Purchase	\$35.00	\$350.00
10/03/16	Receipt	Hawa, Ali	Certification Packet Purchase	\$35.00	\$385.00



10/03/16	Receipt	Nancy, Montiel	Certification Packet Purchase	\$35.00	\$420.00
10/06/16	Receipt	Agress, Yolanda	Certification Packet Purchase	\$35.00	\$455.00
10/09/16	Receipt	Chandler-Lewis, Lori	Certification Packet Purchase	\$35.00	\$490.00
10/18/16	Receipt	Brooks, NancyKay	Certification Packet Purchase	\$35.00	\$525.00
10/25/16	Receipt	Thompson, Krista	Certification Packet Purchase	\$35.00	\$560.00
Total for New Certification Packets				\$560.00	
TOTAL				\$560.00	

COMMUNICATIONS UPDATE

No Report

FUNDRAISING UPDATE

No Report

HOSPITAL AMBASSADOR UPDATE

No Report

MARKETING UPDATE

No Report

MEMBERSHIP UPDATE

Date	Transaction Type	Client	Memo/Description	Amount	Balance
New Membership Packets					
10/03/16	Receipt	Sanchez, Julissa	Membership Packets including annual dues for PALS Doula membership	\$50.00	\$50.00
10/03/16	Receipt	Nathan, Cheyenna	Membership Packets including annual dues for	\$50.00	\$100.00



			PALS Doulas membership		
10/03/16	Receipt	Nathan, Valerie	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$150.00
10/03/16	Receipt	Ali, Zuleka	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$200.00
10/03/16	Receipt	Hawa, Ali	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$250.00
10/03/16	Receipt	Nancy, Montiel	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$300.00
10/03/16	Receipt	Egal, Shamsa	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$350.00
10/03/16	Receipt	Farole, Suad	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$400.00
10/03/16	Receipt	Nathan, Karen	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$450.00



10/03/16	Receipt	Urrea Ibarra, Alejandra	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$500.00
10/03/16	Receipt	Brock, Leanne	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$550.00
10/03/16	Receipt	Victorino, Maria	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$600.00
10/06/16	Receipt	Agress, Yolanda	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$650.00
10/09/16	Receipt	Chandler-Lewis, Lori	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$700.00
10/18/16	Receipt	Brooks, NancyKay	Membership Packets including annual dues for PALS Doulas membership	\$50.00	\$750.00
10/25/16	Receipt	Thompson, Krista	Membership Packets including annual dues for PALS Doula membership	\$50.00	\$800.00
Total for New Membership Packets				\$800.00	
Renewal Memberships					



10/03/16	Receipt	Coffin, Jessup	Annual dues for PALS Doulas membership	\$50.00	\$50.00
10/03/16	Receipt	Muilenburg, Cassandra	Annual dues for PALS Doulas membership	\$50.00	\$100.00
10/05/16	Receipt	Kramer, Amity	Annual dues for PALS Doulas membership	\$50.00	\$150.00
10/12/16	Receipt	Choi, Jannie	Annual dues for PALS Doulas membership	\$50.00	\$200.00
10/12/16	Receipt	Brown, Christa	Annual dues for PALS Doulas membership	\$50.00	\$250.00
10/19/16	Receipt	Buechler, Kiara	Annual dues for PALS Doulas membership	\$50.00	\$300.00
10/24/16	Receipt	Alt, Jocelyn	Annual dues for PALS Doulas membership	\$50.00	\$350.00
10/24/16	Receipt	Sebestyen, Ildi	Annual dues for PALS Doulas membership	\$50.00	\$400.00
10/26/16	Receipt	Gurney, Crystal	Annual dues for PALS Doulas membership	\$50.00	\$450.00
10/31/16	Receipt	Scheller, Sophie	Annual dues for PALS Doulas membership	\$50.00	\$500.00
Total for Renewal Memberships				\$500.00	
Supporting Memberships					
10/09/16	Receipt	Kenner, Carrie	Supporting membership	\$25.00	\$25.00
10/13/16	Receipt	Levy, Laurie	Supporting membership	\$25.00	\$50.00
Total for Supporting Memberships				\$50.00	



TOTAL	\$1350.00
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MENTORSHIP UPDATE

It was discussed at the Board Retreat that the Mentorship Program would be undergoing a substantial restructuring in the next few months. Based on the number of certification packets purchased, we will need substantially more mentors within the next year to meet demand.

MONTHLY FINANCIAL UPDATE

No Report

NW DOULA CONFERENCE

Mariah submitted conference budget for review at the Board retreat. Speaker Agreement sent off to Jen at Plus Sized Birth; verbally accepted. We are waiting on her W-9, and she is waiting on the deposit amount.

PERC UPDATE

No Report

VOLUNTEER COORDINATOR UPDATE

See Vice President Report

WEBSITE COMMITTEE UPDATE

Paula – The website has officially launched! We spent the last month formatting, increasing functionality, and filling in copy, products, and user content on the website. A substantial portion of our certified and certifying doulas still have not submitted profile information. I am creating profiles as they are sent in. Created a Supporting Members page with slideshow and links to our supporting members' websites.

Mariah - emailed Pat at DoulaMatch to help fix issue on 11/8, followed up again 11/11. I would like to ask the board to consider a thank you of some kind for our amazing web designer who ended up putting in triple the time she bid for and ended up delivering a website that was also triple what we asked for.

ACTION ITEMS: [UPDATE THROUGHOUT MEETING]

Mariah – admin log in for Lynn, scope of additional work and cost, create space for meeting to be recorded

Paula – forward PDF to Lynn about website

Tiffany – get admin info from Erin Elkins



Paula – “no refunds” in shop

Paula – reword SOP/COE for certified doulas instead of members by end of term.