



AUGUST BOD MINUTES
MONDAY, AUGUST 14, 2017

AGENDA:

- moving evaluation forms to link/online format for easy certification and recertification
- vote on certification for Zuleka Ali
- vote on recertification for Cheryl Murfin
- PALS Doulas health insurance for members option- Sharon Muza
- We need to all agree on a date for the 30th anniversary gala of PALS. Once agreed, we need to reserve and pay for a venue. I suggest the rooms at the UW horticulture facility. Remember, Penny's birthday event is in June and we take the month of July OFF.
- Check in with each board member on their roles.
- Read PALS mission and vision statement as reminder to board and check-in together
- September 12th first REC film viewing. 6-9pm at Amity's space. Death by Delivery
- Planning for next newsletter (Lynn)
- Treasury update including NWDC organization and money movement (Janiece)
- Update board on the website issues and go into detail about the renewals with Godaddy and woocommerce (Mariah)

ATTENDING:

Tiffany Guenther
Ildi Sebestyen
Anna Linares
Janiece Callopy
Rebekah Gilley
Barrie Rein Thunemann
Michelle V. Walker
Barbara Decker
Zuleka Ali
Rebecca Blankenship

MINUTES:

10:43 - approval of minutes? tabled

10:44 - certifications and recertifications- recertifying Cheryl Murfin: approved! Certifying Zuleka Ali: approved

10:52 - Rebekah to look into platform for electronic evaluation forms

11:02 - PALS Doulas Health Insurance for Members - Sharon Muza called last month in a slight panic because Regence is shutting down their insurance options for Washington state.



Is there something PALS can do/partner with an insurance company? Sharon is willing to help get things set up; Jocelyn Alt is willing to help write the policy. We would need to know how many members would be interested, what all would it entail, etc. Board is in favor of moving forward.

11:09 - Ildi shares for Mariah - website craziness! Email function was the problem with WooCommerce. It wasn't just us; it was lots of people using the WooCommerce. palsdouglas.org domain expires in September. Janiece to renew the domain.

For NWDC, early bird pricing has been extended to Sept. 5th or 12th to let people out of summer mode. **Action item for Welcoming Doulas: invite them to the NWDC!** Get a t-shirt for early bird registration! Have had some awesome donations, need more. Goal: ask for donations. Scholarship requests have been coming in. Mariah has been reaching out to area hospitals. Currently have 30 tickets sold - woohoo!

ADT update: only 2 people have signed up for the peanut ball training. Delivered flyers to majority of local hospitals - hoping to sell the nurses. Location needs to be paid for.

11:25 - 30th Anniversary needs a date and location! UW Horticulture is available for a reasonable price, they work with our preferred caterers. Tiffany to ask Katie Rohs about specific dates for Penny's birthday celebration in June 2018. Considering May 12th for our event - Tiffany to check UW Horticulture building for availability.

11:33 - Janiece shares treasury report: doing well! have lots of cash on hand, so going to try and pay for things in advance, pay for some 2018 items now, since non-profits are not supposed to have too much cash on hand. Looking into paying/signing the rental form for the NWDC ADT.

11:37 - need to work on summer newsletter! Topics to cover: NWDC, ADT, Death by Delivery viewing, photoshoot, excitement about 30th anniversary {if there is any information to share}, highlight a board member/volunteer {every two weeks - maybe on social media?}.

For this month, let's highlight Barb and Barrie since they are the ones new doulas interact with the most. Tiffany to give Anna a list of volunteers to get schedule of highlighting.

Rebecca Blankenship suggests highlighting partnerships and teamwork within the doula community/businesses - thinking about how Native doulas in Alaska practice, let's break down the stereotype that "continuous support" has to be the same person providing that support, how established doulas can welcome in students and also teams and communities. Rebecca to guest write this article for us! "Is it time for a paradigm shift?" Let's break down the "woman does it all" yuckiness. Goal: to send out newsletter before Labor Day.



Board retreat: November 6-7, 10am-3pm at Ildi's house. Let's keep it professional! Maybe dinner on Sunday evening, something fun and bonding before jumping into work for the next day.

Anna Martin possible highlight on her work with senator and Medicaid coverage for doulas!

11:48 - Barbara gives mentorship update: 3 mentors have replied back. Have a few certifying doulas who are nervous about taking their first client until they have completed an apprenticeship or mentorship.

12:09 - REC is hosting "Death by Delivery" viewing on September 12th at Amity's Space. Tiffany is willing to moderate the discussion afterwards; the goal of moderating the discussion is to make sure it stays a safe place. Also, let's have People of Color involved in the moderating and decision-making around that. Who can we reach out to and include? But also how do we NOT put the burden on People of Color to educate the ignorant white people?

12:20 - volunteer check-in time!

12:32 - Outreach! This Thursday is our Annual Family Picnic. We are asking people to bring items to share. Tiffany has napkins, silverware, plates, cups, etc.

12:38 - Idli brings up idea for OR etiquette and putting together a panel of seasoned doulas {both PALS and outside of PALS} to talk about how to behave in the OR and surrounding circumstances of a c-section.

12:54 - Anna Martin just took Carrie Kenner's class and was upset about how there is no Medicaid reimbursement for doulas, so she wrote a bill and set up a meeting with a senator and asked Tiffany and Carrie Kenner to join this meeting, so this is exciting!

12:56 - REC and Ms. Payne - how do we respond? How do we take this to heart? Can we partner more with Open Arms?

1:12PM – MEETING ADJOURNED

[AUGUST 2017] PRESIDENT'S REPORT TO THE BOARD

Connections with the birth community organizations:

- Met with Michelle at OAPS. For our referral line, if anyone qualifies for TANF, they have a grant that covers full doula cost and a doula accepted on the grant and would appreciate all TANF qualifying clients to be directed to OAPS. She was impressed and encouraged to hear all the PALS is doing in the community and the support we have



been offering our English as a Second language doulas. We will meet again regarding Certification through PALS and OAPS relationship on August 15th.

- Talked with Jennie Capron with PEPS and they want a more formal relationship with PALS and to coordinate events and outreach to families in Seattle area. This could be a great avenue for our doulas receiving referrals and recognition.
- Connected with Annie Kennedy regarding the 30th Anniversary and Bastyr/PALS relationship. Will meet again on August 15th.
- Sent NAPS a task list and requested they find volunteers to fulfill those tasks by a certain date pertaining to the NWDC. They have not been involved with the planning, coordinating or meetings that Mariah has been facilitating.

Reflections:

We have sent out 25 certification packets so far this year and most are sending back their mentorship paperwork, indicating that our revamped Welcome Doula Program and their personalized 2 week follow-up emails are helping people feel and stay connected. Great job! Christi Nixon has resigned from her position but we feel that the 6 person team in place is trained, prepared and ready to be representing on their own.

I'm really excited and proud of the word in the community and constant feedback from those I meet with the they feel like PALS really cares about them and their community. Keep up the great work, board! Remember that it is the local, in-person and human interaction component that makes PALS desirable and unique, each member, doula, and volunteer matters and I'm proud of each of us for meeting those where they are, providing relevant support to them and being friendly while representing PALS Doulas.

What I've been up to:

- June 12th: Attended PALS BOD meeting
- June 15th: Represented as President, Shari Luchino's provider meet-up. (She was a PALS President for many years) She was eager, actually cried happy tears, to hear that PALS is doing well and wants to host the 30th Anniversary planning meeting and help plan.
- June 19th: Met with my mentee, Nelly, and helped her wrap up her certification and got her involved with being a volunteer. Hosted the Monthly Meeting in Queen Anne and met with Anna Linares afterwards to discuss PALS, volunteer coordinating and tasks.



- June 22nd: Met with Michelle Morse at Open Arms Perinatal Services and discussed what PALS does, the certification process and why it needs to be thorough and in line, and their grants and how that supports doulas and clients. Met with Mariah and Rebekah to plan the 30th Anniversary gala. Looked at available spaces and now need to plan dates.
- June 27th: Cleared out all of the PALS archived boxes from Melinda Ferguson's attic. Moved into my office space at home.
- June 28th: Met with Mariah Falin, Ildi Sebestyen, Anna Lineras and Michelle Walker to discuss goals and roles for the marketing of PALS.
- June 29th: Met with mentee, Idil Danaan and helped her type up all of the certification essays for about 3 hours. Met with the REC team, Andrea Starbird and Michelle Walker. We revised the mission and vision, edited some of the required experiences and planned our first movie viewing night. September 12th 6pm Death By Delivery
- July 6th: Met with mentee, Rebecca Blankenship.
- July 7th: Met Barrie Rein Thunemann to sign off on the certificates and letters. Talked with Barbara Decker on the phone regarding mentorship and liability insurance for our doulas.
- July 10th: Talked with Sharon Muza regarding PALS Doulas providing an insurance option for health coverage for our members since many private insurance plans are being removed in WA and our members, as independent self pay customers, will be without a plan. We will coordinate a write up with insurance companies and ask Jocelyn for technical writing suggestions and discuss with BOD before moving forward.
- July 11th: Met with mentee Kristin Travis.
- July 10th-21st: Spent hours figuring out PALS website Woocommerce issue, logins, talking with Mariah Falin (she saved the day!) and paying for renewals. Asked Tari, our website developer, to transfer information to PALS' name so that we can access for future reference. Some glitches ongoing and Mariah is troubleshooting.
- July 28th: Forwarded email and President Responsibilities to Rebekah Gilley, Secretary while I was on vacation August 1-15th. Met with her to discuss duties and board meeting tasks. Also discussed certification packet updates that are needed.
- Sent 12 new certification welcome emails. Processed 3 certification packets and 1 re-certification packet. Scanned and email 1 cert packet and 1 re-cert to certification committee. Waiting on missing pieces for the other 2 cert packets. Each cert packet takes about 4 hours to get everything together, scan, send and email.
- Talked with Janiece and Secretary of State to figure out a technical error on the state's part. PALS received a letter of administrative dissolution on July 3rd for not filing in time. After calling and finally getting someone, it turns out we filed too early, on Dec 2016 and



the state's automated system did not transfer our renewal into 2017. All is corrected now and we should be mailed a document showing this.

- Picked up the PALS mail 6 times at El Centro. Filed Data Collection forms and doula evaluations for a later date.

AUGUST 2017 VICE PRESIDENT'S REPORT TO THE BOARD

None this month.

AUGUST 2017 TREASURER'S REPORT TO THE BOARD

None this month.

AUGUST 2017 SECRETARY'S REPORT TO THE BOARD

Met with Tiffany to prepare for August Board meeting.

Checking info@palsdoulas.org email account while Georgie is on vacation.

ADT UPDATE

- As of this moment only 2 signed up for the Peanut Ball ADT.
- Flyers have gone out to Evergreen, Overlake, Northwest, Ballard, Providence Everett, Swedish Edmonds and First Hill (likely be end of day)
- Still hoping to really pull in the nurses with this one
- Location still needs to be paid for!

CERTIFICATION UPDATE

Date	Transaction Type	Name	Memo/Description	Amount	Balance
Certification Packet Purchases					
7/6/17	Receipt	Ashlie Ettles	Certification Packet Purchase	\$35.00	
7/7/17	Receipt	Njenga, Ruth	Certification Packet Purchase	\$35.00	
7/7/17	Receipt	Hunter, Jamie	Certification Packet Purchase	\$35.00	
7/12/17	Receipt	Boisjolie, Natalie	Certification Packet Purchase	\$35.00	
7/12/17	Receipt	NON-MEMBE R April Ellis	Certification Packet Purchase	\$35.00	
7/22/17	Receipt	Hocker, Anne	Certification Packet Purchase	\$35.00	



7/28/17	Receipt	Salinero, Karla	Certification Packet Purchase	\$35.00	
Total for New Certification Packets				\$245	
Recertification Applications					
6/16/17	Receipt	Decker, Barbara	Recertification Application Fee	\$35.00	
6/16/17	Receipt	Choi, Jannie	Recertification Application Fee	\$35.00	
6/26/17	Receipt	Murfin, Cheryl	Recertification Application Fee	\$35.00	
Total for Certification Packet Review Fees				\$105	
TOTAL				\$350	

COMMUNICATIONS UPDATE

FUNDRAISING UPDATE

HOSPITAL AMBASSADOR UPDATE

MARKETING UPDATE

MEMBERSHIP UPDATE

Date	Transaction Type	Client	Memo/Description	Amount	Balance
New Membership Packets					
6/8/17	Receipt	Spero, Leslie	Membership Packets including annual dues for PALS Doula membership	\$50.00	
7/6/17	Receipt	Ashlie Etties	Membership Packets including annual dues for PALS Doulas membership	\$50.00	
7/7/17	Receipt	Njenga, Ruth	Membership Packets including annual dues for PALS Doulas membership	\$50.00	



7/7/17	Receipt	Hunter, Jamie	Membership Packets including annual dues for PALS Doulas membership	\$50.00	
7/12/17	Receipt	Boisjolie, Natalie	Membership Packets including annual dues for PALS Doulas membership	\$50.00	
7/22/17	Receipt	Hocker, Anne	Membership Packets including annual dues for PALS Doulas membership	\$50.00	
7/28/17	Receipt	Salinero, Karla	Membership Packets including annual dues for PALS Doula membership	\$50.00	
Total for New Membership Packets				\$350	
Renewal Memberships					
6/3/17	Receipt	Fischer, Marcia	Annual dues for PALS Doulas membership	\$50.00	
6/5/17	Receipt	Nickerson, Elizabeth	Annual dues for PALS Doulas membership	\$50.00	
6/16/17	Receipt	Decker, Barbara	Annual dues for PALS Doulas membership	\$50.00	
6/16/17	Receipt	Linden, Matilda	Annual dues for PALS Doulas membership	\$50.00	
6/30/17	Receipt	Hernandez, Lynn	Annual dues for PALS Doulas membership	\$50.00	
7/22/17	Receipt	Pastor, Ana	Annual dues for PALS Doulas membership	\$50.00	
Total for Renewal Memberships				\$300	



TOTAL	\$650
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MENTORSHIP UPDATE

Sent out requests for updated information to all mentors and preceptors. Only three responded, Ildi, Kim, and Melinda. Need to call others. We have a number of requests for mentors, but they have no births coming up, so I have contacted them to remind them to call when they have a birth pending. We have 3 people that would like apprentice. Have explained the program to them and told them it will take a while. (one has not bought a certification packet) Barb has two that are almost finished mentorship, Kim finished with one. Tiffany finishing one. That's all for now.

Monthly Meetings Update

I sent an email thank you note to Sharonrose to thank her for the June monthly meeting participation.

I would like us to send out a reminder email to our members about the family doula picnic and remind them to bring food/drinks to share, etc. Date: August 17, Grass Lawn Park Redmond

I would like to do another social gathering in September as the monthly meeting will be on the Kitsap.

I would like to stick to the same location in Bothell but I need Tiffany's grandma's address to book it. I messaged her today and hoping to have it booked by the board meeting. Unfortunately I was not able to keep the "6 weeks prior the event" notification timeframe we agreed on, but once I have it arranged I will notify Michelle Walker to post on Social media and will provide info for the website calendar too.

In October we should do a conference recap monthly meeting somewhere in Snohomish county as we did not have any meetings there recently.

MONTHLY FINANCIAL UPDATE

REC UPDATE

VOLUNTEER COORDINATOR UPDATE

NWDC Update

- Have been delighted to have a strong showing from the committee members including but not limited to Ildi Sebestyen, Jen Hamilton, Melinda Ferguson, Rebekah Gilley, Janiece Collopy, Anna Linares, Charlene Hamilton, and Brigid Fitzpatrick (there are I am sure others I am missing)
- Early bird ticket sales deadline is going to be pushed to Sept 5th or 12th (after Labor Day) to allow those who are in denial of summer winding down to still take advantage of the early bird price. The turnaround on the t-shirt order is about 4 weeks, so my preference is no later than the week of Labor Day. To date we have secured some items for auction and door prize, and the search continues.
 - Cascade Health donated a \$200 gc, and Molly Tallon is considering donating a 2night stay at their Ballard apt via AirBnB for the auction.
 - We still need more items, if you have connections or ideas or a willingness to smile winsomely and ask for donations, please let me know!
- Starting to get inquiries for the scholarship and work-study positions, we are hoping to offer 1 full, 2 partial scholarships, and 1/2 off admission for 2-3 work-study participants.
- Have continued outreach to the other area hospitals who (Overlake, UW, CHI Franciscan), to date (8/12), CHI Franciscan is the only respondent (thanks to Sarah Osbourne for making sure that email got to the right person).
- Full Tilt has agreed to donate 2 tubs of vanilla ice cream! *yes, one will be vegan
- Still planning to do some additional pushes for registration bag sponsors (collateral and/or goodies)
- Planning to ask Carrie Kenner to emcee, Tiffany Guenther to do welcome and open of the conference
- To date have sold 30 tickets! (\$3580)
- A few more planning meetings are coming up: 8/24 at Zoka on Blakely | 10:30a, 9/6 at Third Place in Bothell | 10:30am, 9/20 at Third Place in Bothell | 10:30am, and our LAST meeting will be 10/10 at 10:30am hopefully at Sprout Birth Center to finish assembly, fill bags, pizza brunch and final touches (all hands are welcome)
- Tiffany/Ildi to follow up with Stone Way Café regarding social event the night before

Bonus: Website Update

- This has just been a fun exercise in breathing. Apparently the email function was an issue from the update from the last version to the current version of WooCommerce. (i.e. the configuration was to send emails through our own server, apparently this isn't working on a pretty significant level) WE are NOT alone. However, their consistent reply has been to simply install a third party plug in to use as a work around. To that end, I found it that notifications WILL forward to a gmail account (mine for testing), and have since set up a gmail account and forward notifications to the following emails, info, adt, and treasurer. Fingers crossed.
- Pals-douglas.org domain expires 9/27 and will need to be renewed



- WooCommerce extension will also need to be renewed prior to 9/1

ACTION ITEMS: [UPDATE THROUGHOUT MEETING]

Rebekah to look into platform for electronic evaluation forms.

Janiece to renew the domain.

Tiffany to ask Katie Rohs about specific dates for Penny's birthday celebration in June 2018

Tiffany to give Anna a list of volunteers to get schedule of highlighting.

Rebecca Blankenship to guest write this article for us! "Is it time for a paradigm shift?"