



FEBRUARY BOD MINUTES
MONDAY, FEB 13TH 2017

AGENDA:

Approve January Minutes
ADT Update
Volunteer Update
Volunteer Appreciation Event update
MAWS Conference, YEAH, BABY! Expo, REACHE Conference, OAPS Luncheon
Marketing Team update
Hospital Ambassador Training Scheduled
Bastyr Rep Training Scheduled
Monthly Meeting Updates
Treasurer Check-in and accountability
Discuss Survey results from Annual Meeting and what we want for the year
52 week new member emails- Approve?
NWDC Update
Scholarship/REC welcome get together

ATTENDING:

Janiece Callopy
Mariah Falin
Anna Linares
Ildi Sebestyen
Tiffany Guenther
Rebekah Gilley
Lynn Hernandez - 11:15am

MINUTES:

10:35 Ildi suggests creating a contact sheet for Board members - cell phone numbers, email addresses - and sharing this amongst the board. Rebekah to compile and share via Google Drive.

10:40 - Rebekah sending out the Jan Minutes for approval

10:45 - Jocelyn Skinner is officially certified since she attended the Annual Meeting. Jessup Coffin's interview went well. Tiffany moves to certify Jessup; Anna seconds; Board approves.

We are expecting two more certifications next month.



10:45 - Heidi Biddle submitted her resignation to the PALS Board. She is transitioning to PostPartum work and wants to focus on family.

Carol Lynn submitted her resignation on Feb. 12th

11:05 - Ildi moves to approved minutes; Rebekah seconds. Minutes approved

11:10 - Tiffany presents about MAWS conference in May. 2 people can staff table for free.

Event is taking place in Tacoma - \$150-200

Yeah Baby! expo in Kitsap in May - \$175 for vendor table, discount with games.

REACH Conference on March 17th - we have the funds this year - \$225. Vendors get some branding on their website but tables are outside speaking hall.

March 29th - Open Arms Spring Luncheon - Corporate Sponsor opportunity. \$100-200 probably.

We have allocated \$600 in Community Sponsorship

Our members voted a straight tie on all categories for how to spend the excess funds. Most people agreed that they want PALS to bring in clients.

Families going through Great Starts get PALS' info in their welcome packet, so we don't necessarily need to go to REACH.

Tiffany moves to register for Yeah Baby! and MAWS. The plan is to join with Open Arms for their summer/fall event.

11:30 - Tiffany reports on Members' Survey.

Most people want to hear from PALS monthly/whenever there is information.

Priorities: marketing, referrals, networking, ADT

11:35 - Tiffany seeks input - social media needs revamped. Anna Pastor suggested weekly email tips for new members. Board concurs. Weekly Talking Topics on Facebook and then monthly email... public-facing FB page could also use attention. Kiara Buechler has volunteered to coordinate Social Media.

11:45 - Lynn discussing Strategic plan vs. Marketing plan. Marketing committee would like clarification on PALS' overall strategy. Anna asks for marketing goals - who are we marketing to?

Main focus: educating providers and families

Subset: marketing to new doulas - Bastyr trainings, social media

Additional focus: sharing events and information with our Members

Metrics: do we want to branch out? Our goal is to keep things simple and small and easily transferrable.



Anna and Lynn to put together a list of marketing goals and share it with Board and then Members so Members know what we're doing and focusing on. Next month: mission statement or goals.

Lynn to also bring newsletter process next month.

Tiffany to follow up with Anna Pastor regarding weekly email/tips.

12:00 - Ildi reports on REC/Undoing Institutionalized Racism training.

Monthly Meeting - March 21st 11am-1pm in Issaquah {Village Green Yoga} - bring your own yoga mat since there are no seats. Barrie is sharing about birth processing.

12:05 - Anna presents on Volunteers.

Bastyr Reps training - Feb 25th

Hospital Ambassador training - March 9th

Volunteer Appreciation Event on April 13th - only 8 people have RSVP'd

12:15 - Mariah presents on ADTs

Business Taxes ADT on Feb 4th - 9 attendees

Grow Your Birth Business on March 4th - only 3 people are currently registered and we need 10 people to make it happen. PALS can offset the \$50 and we will offer that discount to just our members. PALS Members will pay \$150 with coupon code.

12:30 - Janiece reports on finances.

12:35 - we have a full scholarship now available and a doula in Kitsap who would like to do a phone interview for the scholarship.

12:45 - Mariah presents on NWDC

Had a successful meeting discussing break-out sessions:

- April Holding with new content "Clearing the Trauma Out of Our Bodies"
- Therapist talking about Compassion Fatigue and separating physical burn-out from compassion fatigue
- Panel about Sustainability in our work
- Physical Therapist for body mechanics
- Beyond Birth Seattle and research updates

Birth Ball lady is willing to be a vendor/pre-conference speaker with DONA CEU's

Center for Birth is our first sponsor and is willing to donate their downstairs for the Fourth Trimester Body Project photoshoot the day before

Melinda Ferguson has offered to help out with the DONA CEU process.

Marketing Committee to help out with promoting NWDC.



1:10 – MEETING ADJOURNED

JAN 2017 PRESIDENT'S REPORT TO THE BOARD

We have had quite a few new faces join our team! I am beyond excited about the passion, commitment and possibilities these new members will bring. Thank you to the board members who have renewed your terms, continue to put your expertise and time into this organization! I am proud to know we are all working together to make PALS what it is today and have a bright, influential future.

January was a busy month, please find my recap below;

January 4th: Transferred treasurer and office names at BECU and with the Secretary of State. Handed the paperwork off to Janiece.

January 6th: Compiled Newsletter material and sent to Lynn, ongoing until published on Feb 5th.

January 9th: Attended the PALS Board meeting.

January 12th: Met Dorothy and Janiece for lunch. Discussed switching PALS insurance to cover meeting liability, 'trip and fall'. Dorothy filled Janiece in to how they can best work together. PALS currently pays for QuickBooks online. This is \$200 per year but can be accessed anywhere by anyone, Dorothy suspects this price will rise at annual renewal time. Thinks it may be more financially feasible to pay for Janiece and Dorothy to have QuickBooks on their computers, and backup with flash-drive. This would be a one time fee for each computer. Saving money in the long run. Gave Janiece some checks to deposit.

January 18th: Had a phone appointment with Sharon Muza to discuss PALS recording her Doctors and Doulas ADT. She suggested adding in monthly "What would you do" Emails or social media streams for doulas to create online dialogue and thought, instead of requiring new and re-certifying doulas to watch a 4 hour class. Which brings up, is it PALS' responsibility to make sure experienced doulas are holding to their original trainings, SOP and COE? What can PALS do to foster growth and nurture its doulas in the complex dynamics between providers and doulas? More than the hospital ambassador program.



January 19th: Attended the Doulas and Doctors Meet-up at Meridian Women's Health in Ballard. Represented PALS and dropped off PALS promo material.

January 24th: Spent the course of 3 days creating, adding content and editing the Annual Meeting PowerPoint. Participated at the practice presentation at Carol Lynn's home then stayed afterwards to discuss last minute Secretary turn-over items.

January 28th: Picked up supplies and attended the Annual Meeting. I felt this was well received. We voted to add in a by-law protecting PALS from social media liability, recruited many potential volunteers, heard where our members want to see funds allocated and showed that PALS is excited and current. Sent out 1 cert packet

February 1st: Sent out 2 cert packets. Brought PRC concerns to board. Discussion followed and we decided to keep the ADT there and move the monthly meeting to Monroe Library.

February 2nd: Met Ana Pastor and talked about creating excitement within PALS. She volunteered to create weekly short topics to send to new members for their first year, this will help members feel connected and engaged with PALS.

February 4th: Joined Mariah at the ADT. Had a better turnout than expected. Met with one of my mentees afterwards.

February 7th: Received Mentorship paperworks from Paula as she steps down. Need a new mentorship lead, calling potential people to gauge interest. Sent out 1 cert packet. Ordered more PALS brochures and postcards. Schedule Bastyr Rep training. Began looking for a new certification lead as Heidi Biddle is stepping down March 1st.

With hours of emailing and contacting members, professionals within the community, and board members as President.

JAN 2017 VICE PRESIDENT'S REPORT TO THE BOARD

Most of my January was spent away on vacation with little access to the internet. Due to this I am also including in this report responsibilities I have been taking care of into February up to this point. Up until now I have:

- Updated:
 - PALS Volunteer Excel spreadsheet on the drive. All board members have



- access to this
 - o Hospital Ambassador Program Goals and Responsibilities document
 - o ADT Roles and Responsibilities document
- New Volunteers Added:
 - o Christa Brown
 - o Laura Vilage
 - o NancyKay Brooks
 - o Jen Hamilton
 - o Amber Matusky
 - o Tatyana Stronks
 - o Melinda Ferguson
 - o Gabrielle Jones
 - o Rebekah Gilley
 - o Janiece Callopy
- Events:
 - o PALS Doulas Annual Meeting
 - Presented at meeting and discussed volunteer opportunities, shared the new volunteer agreement and the importance of our volunteers in PALS
 - Due to the meeting, I have had a good amount of interested members who want to find a committee to join. Some of these names are above and the rest I am communicating with
 - o Volunteer Appreciation Event:
 - Evite created for April 13th at 4:30. To this date only 8 people have RSVP'd. Will keep monitoring invites and will call volunteers closer to date to confirm attendance
- Committees/Programs focused on this month:
 - o Marketing:
 - Lynn Hernandez and I met on Feb 7th. We discussed putting together a marketing plan and areas we would like to focus on. We will create a concrete plan once we have the boards input as to what PALS would overall like to achieve this year with its marketing and social media. I will be discussing this with Lynn at the board meeting on Feb 13th
 - o Bastyr Reps
 - Evite created for training for interested doulas on Feb 25th. Training will be led by Anna Linares, Christine Nixon and Tiffany Guenther. Expected attendance is 8 doulas
 - o Hospital Ambassador Program



- Evite created for event to be held on March 9th at Emmanuel Presbyterian Church
- Tiffany, Mary Ann Rohrer and Anna Linares will schedule to meet the week of Feb 24th to go through training materials

JAN 2017 TREASURER'S REPORT TO THE BOARD

Met with Dorothy and Tiffany to review annual budget and discuss action items for Treasurer position.

Trained with Dorothy on Quickbooks and filing taxes.

Submitted Form 990-N and DOR State of Washington Annual 2016 Combined Excise Tax Return.

Paid fee for room rental for March ADT at Pregnancy Resource Center.

Paid deposit to The Mountaineers for NWDC 2017 venue.

Paid speaker deposit to Fourth Trimester Body Project for NWDC 2017.

JAN 2017 SECRETARY'S REPORT TO THE BOARD

Paula trained Rebekah and the transition has been smooth so far.

ADT UPDATE

No update this month.

CERTIFICATION UPDATE

Date	Transaction Type	Name	Memo/Description	Amount	Balance
Certification Packet Purchases					
1/3/2017	Receipt	Walker, Michelle	Certification Packet Purchase	\$35.00	
1/19/2017	Receipt	Amy Griffin	Certification Packet Purchase	\$35.00	
1/28/2017	Receipt	Marsh, Laura	Certification Packet Purchase	\$35.00	
Total for New Certification Packets				\$105.00	
Certification Packet Review Fee					
1/14/2017	Receipt	Open Arms: Ali, Hawa	Certification Packet Review Fee	\$35.00	
1/31/2017	Receipt	Hamilton, Jen	Certification Packet Review	\$35.00	



			Fee		
1/14/2017	Receipt	Matusky, Amber	Recertification Application Fee	\$35.00	
Total for Certification Packet Review Fees				\$105.00	
TOTAL				\$210.00	

COMMUNICATIONS UPDATE

No update this month.

FUNDRAISING UPDATE

No update this month.

HOSPITAL AMBASSADOR UPDATE

No update this month.

MARKETING UPDATE

No update this month.

MEMBERSHIP UPDATE

Date	Transaction Type	Client	Memo/Description	Amount	Balance
New Membership Packets					
1/3/2017	Receipt	Walker, Michelle	Membership Packets including annual dues for PALS Doula membership	\$50.00	
1/11/2017	Receipt	Nobis, Lisa	Membership Packets including annual dues for PALS Doulas membership	\$50.00	
1/19/2017	Receipt	Amy Griffin	Membership Packets including annual dues for PALS Doula membership	\$50.00	
Total for New Membership Packets				\$150.00	
Renewal Memberships					
1/3/2017	Receipt	Hallmark, Anna	Annual dues for PALS Doulas	\$50.00	



			membership		
1/11/2017	Receipt	Huland, Loretta	Annual dues for PALS Doulas membership	\$50.00	
1/11/2017	Receipt	LeMay, Becky	Annual dues for PALS Doulas membership	\$50.00	
1/14/2017	Receipt	Matusky, Amber	Annual dues for PALS Doulas membership	\$50.00	
1/25/2017	Receipt	Arita, Maritta	Annual dues for PALS Doulas membership	\$50.00	
1/31/2017	Receipt	Skinner, Jocelyn	Annual dues for PALS Doulas membership	\$50.00	
Total for Renewal Memberships				\$300.00	
TOTAL				\$450.00	

MENTORSHIP UPDATE

No update this month.

MONTHLY FINANCIAL UPDATE

No update this month.

REC UPDATE

No update this month.

VOLUNTEER COORDINATOR UPDATE

No update this month.

ACTION ITEMS: [UPDATE THROUGHOUT MEETING]

- Tiffany to register PALS for Yeah Baby! and MAWS.
- Rebekah to compile Board Contact List and share via Google Drive.
- Marketing Committee to present mission statement or goals
- Lynn to bring newsletter process next month.
- Tiffany to follow up with Anna Pastor regarding weekly email/tips.