



MARCH BOD MINUTES
MONDAY, MARCH 13, 2017

AGENDA:

Open Arms Luncheon Sponsorship

Training updates

BOD history report and review of By-laws, vision and goals. Discussion (allocate up to an hour)

Treasurer update

Mentor needs

REC movie viewing for May?

June ADT in South end

South Sound Monthly Meeting

Board Bonding Event

Are we hearing from our members and meeting their needs?

Volunteer Tracking

Volunteer Appreciation Call List

Hypnobirth ADT suggestion

World Doula Week is two weeks away... is PALS doing ANYTHING? Is it too late to put something together? TWIBBON Campaign, night out, drinks.. SOMETHING.

Next year is our Big 3-0! I think a committee should get together and start working on things to make next year incredible for our membership.

- Movie screenings... 30 year name badges, tshirts, big party, Twibbon/photo campaign on FB... All the ideas. We've been supporting the development of the professional doula for THIRTY YEARS! (btw, that is five years MORE than DONA)
- I don't think we should be shy about asking for support or sponsorship from the community/hospitals etc to make things happen for this!
- Annie Kennedy recently posted a link to a documentary by Fusion.net on maternal mortality and POC, Tiffany suggested trying to pull this together as a member event outside of a monthly meeting. ideas?

ATTENDING:

Anna Linares

Mariah Falin

Ildi Sebestyen

Janiece Callopy

Tiffany Guenther

Rebekah Gilley

Lynn Hernandez

Angharad Hollingworth

MINUTES:



11:00 - Jen Hamilton is voted to be certified

11:07 - reading of the vision

11:10 - Janiece reports on finances, attendance at past ADTs, updating insurance coverage

11:13 - Open Arms Luncheon - King5 is doing a shout-out to all the sponsors. The "friend" level of sponsorship is \$250. In a separate conversation, let's ask Open Arms about sponsoring the NWDC. Tiffany to meet with Michelle and email Dila.

What about REACHE Conference? Table exhibitor is \$225. We are going to REACHE! Reaching out to midwives' organizations and updating their doula contact list - Ildi to reach out to various groups.

Lynn to email members regarding PALS Profile; Tiffany to put reminder on Facebook on PALS Member page; Lynn post reminder on Puget Sound Birth Professionals page as PALS. Anna to find and train Social Media person.

11:30 - Do we have a list of who we are sponsoring year-by-year and who has sponsored us in the past? Can we make sure that there is overlap?

11:33 - PALS training workshop at Third Place book - covered what PALS expects and what doulas can talk about {no other organizations}. We noted that Carrie Kenner is picky about who comes to her classes. We practiced common questions people will ask and how to answer.

11:36 - Hospital Ambassador Training is rescheduled. Nervous because we have a few people stepping down and only a couple new people being trained. Ideal: two ambassadors per hospital

11:43 - REC meeting coming up. We're going to talk about goals, Ildi is going to share her training. Potentially set up a movie viewing of "Thirteenth" or "Death By Delivery" or additional films. Perhaps quarterly movie nights. Renton Valley Community Clinic is moving to a smaller space.

11:47 - Board approves Tiffany posting of "hey, mentors!" Facebook post to reach out to experienced doulas who may be interested in mentoring/certification.

11:48 - Mariah reports that there were 10 people at the March ADT with good representation from the Kitsap area. Talks happening about Social Media ADT with Katie Rohs, but may be in the summer.



11:50 - NWDC Update: ALL SPONSORSHIPS HAVE BEEN FILLED! Yay!!! See Update for details. Raffle tickets benefiting Rainier Valley Community Clinic - approved.

11:58 - Birth Arts International - Tiffany compared other certifying organizations to DONA and each of their objectives. BAI does not cover multiple of the objectives, and Kate the local BAI trainer had a little bit of hurt feelings.

So do we allow BAI to be a sponsor of the NWDC or do we re-word for next year or do we need to do anything?

12:17 - World Doula Week! Is there a low-key place where we can meet and hang out and gather one evening? Stone Way Cafe is an option, but consider parking and live music. Cafe Pasianato - doula speed dating for a portion of the evening.

12:25 - PALS' 30th Birthday in 2018! Committee needed.

12:30 - Anna gives update on training and potential ADT with Barbara Decker and HypnoBirthing.

12:38 - South Sound Chapter meeting in Federal Way on the 28th.

12:40 - Board bonding activity - in June. Check with puzzle room's person limits, find date that works - end of April.

12:43 - Lynn talks about Spring Newsletter. ADT to be included, NWDC to give updates, etc.

12:55 - It is important for the Board to remember and review what PALS has gone through. We have the Historical Report, Bylaws, Vision and Mission available for review. ALL - Please review Historical Report before next Board meeting. Let's not have history repeat itself.

1:04 - Anna to post on FB regarding available volunteer positions {that are options for all people.}

1:04PM – MEETING ADJOURNED

FEB 2017 PRESIDENT'S REPORT TO THE BOARD

No report this month.

FEB 2017 VICE PRESIDENT'S REPORT TO THE BOARD

Hospital Ambassador Training Update:



-Mary Ann Rohrer and I met February 24th to go over training materials for the upcoming training. We made some changes, mostly grammatical to the actual materials and added some suggestions for it.

- We decided to change the training date from March 9th to 21st due to lack of attendance from current Ambassadors. We need current ones to give their input and experiences in being an ambassador. I created a doodle poll and this determined the date for the training.

Marketing Update:

-Met with Lynn Hernandez to work on marketing plan. We started to create the goals and missions section. This is still a work in progress and Lynn and I hope to complete it by the next meeting

- Bastyr training took place on Feb 25th. Along with Christy Nixon and Tiffany we took the time to go through the materials. I updated the contact list for the representatives on the drive and also the sign-up sheet for upcoming rep. opportunities and their dates.

-Sent out email regarding using a volunteer tracking system for PALS. I suggested that the board use it first and signed up for it. I have yet to hear back from any board members and only one board member used the system

-Reached out to Barbara Decker in regards to a possible ADT for HypnoBirthing. Barbara explained that she is able to offer a 8 hour training at a discounted price and the doula taking it would become HypnoDoula. Will bring up to the board

- Reached out to volunteers Cristina Thorson and Helen Cook in regards to the upcoming Yeah Baby! conference. Waiting for response in regards to volunteering for this even the day of

FEB 2017 TREASURER'S REPORT TO THE BOARD

Outside the financial report, I do not have much to report. I am in the process of changing our insurance policy and should have this completed this month. I am also working on organizing the budget to more specifically analyze expenses/revenue for events, ADTs, marketing, etc.

FEB 2017 SECRETARY'S REPORT TO THE BOARD

No report.

ADT UPDATE

- The Grow Your Birth Business had a total of 10 attendees, and was well represented by both PALS doulas and a good number of birth professionals from the Kitsap Peninsula!
 - Feedback received was positive and felt the content was valuable, worth the price, and relevant.
 - Payment has been issued to Emily Fontes and my food receipts are the only remaining expense unaccounted for.
- The search continues for a committee of members who would like to take over organizing and being the on the ground feet for planning and putting on Advanced



Doula Trainings in future

- Angela Matusky Ertel has expressed a willingness and interest in being the "feet on the ground" person for this, but is not interested in the organization and planning -> really feel a committee would be better equipped for this.
- Talking to Katie Rohs about a social media workshop/ADT that we could put on in June/July
- The next ADT will likely be in conjunction with the NWDC - the peanut ball workshop offered the day before by Heather Turner with DONA CEs. With some advertising, I think this could actually be a really well attended and multi workshop event

CERTIFICATION UPDATE

Date	Transaction Type	Name	Memo/ Description	Amount	Balance
Certification Packet Purchases					
2/1/17	Receipt	Darlene Manning	Certification Packet Purchase	\$35.00	
2/3/17	Receipt	Deardra Boyle	Certification Packet Purchase	\$35.00	
2/7/17	Receipt	Kerry Bergus	Certification Packet Purchase	\$35.00	
2/8/17	Receipt	Angharad Hollingworth	Certification Packet Purchase	\$35.00	
2/9/17	Receipt	Valista Cleaver	Certification Packet Purchase	\$35.00	
Total for New Certification Packets				175.00	
Certification Packet Review Fee					
	Receipt		Certification Packet Review Fee	\$35.00	
	Receipt		Certification Packet Review Fee	\$35.00	
	Receipt		Certification Packet Review Fee	\$35.00	
Total for Certification Packet Review Fees					
TOTAL					

COMMUNICATIONS UPDATE

Update on newsletter - planning for next one!

NWDC UPDATE

- Northwest Doula Conference update
 - All main sponsorship positions are filled!
 - Payment has been received from
 - Sound Beginnings (Joy McTavish) for the Pre-Social Event
 - Birth Arts International (Demetria Clark/Kate Dewey) for the Breakfast sponsorship
 - I think the later needs further discussion (see below)
 - Payment commitment has been received from:
 - Bastyr/Simkin Center (Annie Kennedy) for the lunch Sponsorship
 - Big Belly Services (Carrie Kenner) for the Ice cream social event
 - First sponsorship of the event goes to Center for Birth for hosting the photo event free of charge!
 - Have reached out to previous sponsors/supporters as a heads up for this year:
 - PEPS, Parent Trust, Community for Mindful Parenting, Swedish, BabyDiaperService, eDoula.biz
 - Possible vendors/exhibitors reached out to
 - Comfortable Upright Birth
 - Baby Wearing International (Seattle)
 - YourDoulaBag
 - Lansinoh
 - We continue to work on ideas for breakout sessions and actual speakers for them.
 - Currently looking at 4 breakout sessions, so far none are firm or set.
 - Talking to a metabolic specialist on the physical tolls of on-call life
 - Waiting to hear back from April regarding trauma and the pelvic bowl
 - In discussion with a speaker on compassion burnout
 - Considering approaching Cynthia Good Mojab about the above as well
 - Looking for person to provide research updates on practices and suggestions for improved family outcomes pre and post partum - would like this to be the social justice element and how we can affect change (still working on it!)
 - Save the date cards have arrived and I will be mailing those out on the 15th
 - Ashlee Wells has set up her pre-event photo shoot and begun promo-ing it!
 - We also announced her as our second speaker in collaboration with her launching the photoshoot event registration



- Social media call outs to early sponsors/supporters has begun
 - Facebook - check
 - Twitter - not my cup of tea - would love some help with social media outreach for this event!
- Discussion/Action points
 - Need to determine if we want to support a silent auction or raffle to benefit an organization (we have historically) and which organization (historically Open Arms)
 - Would like to consider Rainier Valley Community Clinic or alternative organization (discussion?)
- Birth Arts International as a paid supporter
 - Discussion
- Would like some assistance in bringing people together to help with planning and outreach. So far I have only had two people consistently show up for planning. Have put together a planning facebook group to help, but I really need more people.

HOSPITAL AMBASSADOR UPDATE

Training is this month!

MARKETING UPDATE

Still searching for a social media person

MEMBERSHIP UPDATE

Date	Transaction Type	Client	Memo/Description	Amount	Balance
New Membership Packets					
2/10/17	Receipt	Rebekah Gilley	Membership Packets including annual dues for PALS Doula membership	\$50.00	
2/13/17	Receipt	Katherine Causbie	Membership Packets including annual dues for PALS Doulas membership	\$50.00	
2/13/17	Receipt	Paula Popp	Membership Packets including annual dues for	\$50.00	



			PALS Doula membership		
2/16/17	Receipt	Heidi Biddle	Membership Packets including annual dues for PALS Doula membership	\$50.00	
2/21/17	Receipt	Barrie Rein Thunemann	Membership Packets including annual dues for PALS Doula membership	\$50.00	
Total for New Membership Packets				\$250.00	
Renewal Memberships					
	Receipt		Annual dues for PALS Doulas membership	\$50.00	
	Receipt		Annual dues for PALS Doulas membership	\$50.00	
	Receipt		Annual dues for PALS Doulas membership	\$50.00	
Total for Renewal Memberships					
TOTAL					

MENTORSHIP UPDATE
none this month

MONTHLY FINANCIAL UPDATE

This is What Happened in February		Notes
Income		
New Memberships	\$250.00	5 new
Renewals	\$250.00	5 renewals
Supporting		



Memberships

Certification Packets	\$175.00	5 cert packets
Certification Fee		0 Apps
Recertification Fee		0 recert
Misc Income	\$1.48	Interest on Savings
ADT registrations	\$140.00	4 Biz Basics reg
ADT Registrations	\$1,050.00	6 Grow Your Birth Biz reg
Total income	\$1,866.48	

Expenses

Telephone/DSL	\$24.46	CenturyLink
Mailbox rent	\$10.00	Feb
Annual Meeting Expense	\$129.18	Food and supplies
Care Provider Outreach	\$124.12	Welcome Doula Training supplies/food
Board Development	\$50.00	Reimb Membership for Board
Marketing	-\$16.10	Banner- refund on shipping cost
ADT Expenses	\$200.00	Speaker fee for Feb 4 ADT
Prepaid NWDC Expenses	\$150.00	Deposit on speaker fee
Stripe fees	\$53.16	Website card/pymt processor



Total Expenses \$724.82

Feb Net Cash Flow \$1,142

Cash On Hand as of Mar 9,
2016

Notes

Bank balance - BECU Checking \$1,944.85

Bank Balance - BECU Savings \$19,236.16

Paypal account Balance \$0.00

Accounts Receivable \$85.00

Swedish Hospital Doula
Program

Funds received, not yet
deposited \$1,405.00

Stripe payments

Total Cash On hand \$22,671.01

Recurring Monthly Expenses \$34.46

Mailbox rent, phone

Upcoming annual or one-time expenses to plan for:

Mar NW Doula Conference \$1,000.00
2017

Deposits for speakers, etc

Mar Insurance \$400.00

Add general liability to cover
events

Mar Marketing/Public \$500.00

More brochures



Outreach

Mar	ADT Expenses Feb 4	\$365.00	Feb Budget minus pd
Mar	ADT Expenses Mar 4	\$375.00	Mar Budget minus pd
Apr	ADT Expenses	\$625.00	Apr Budget
	Estimated Mar Expenses	\$2,674.46	* Monthly plus March upcoming

REC UPDATE

VOLUNTEER COORDINATOR UPDATE

ACTION ITEMS: [UPDATE THROUGHOUT MEETING]

Tiffany to meet with Michelle and email Dila.

Ildi to reach out to various groups of midwives to update their doula lists.

Lynn to email members regarding PALS Profile; Tiffany to put reminder on Facebook on PALS Member page; Lynn post reminder on Puget Sound Birth Professionals page as PALS.

Anna to find and train Social Media person.

ALL - Please review Historical Report before next Board meeting.