

Board Meeting

1/18/23

1:30pm-3:30pm

In attendance:

- Jenna Marion
- Miriam Markowitz
- Brooke Barron
- Rachel Criswell
- Jessica Rosenthal
- Amanda Powell
- Kara Kaikini
- Nina Emlen
- Petrichor Kneeland-Campbell
- Nicole Hart

Vision: When every baby receives human milk, we will be a healthier Maine.

Mission: The MSBC is a welcoming and broad network of people supporting families who value human milk and breastfeeding. Together we work to enhance the culture of breastfeeding and chestfeeding around the state through advocacy, education, and connection.

Time	Item
1:30 - 1:50pm 20 min	<p>Connection</p> <ul style="list-style-type: none"> ● Group share: How are you arriving today? What's one thing you're either celebrating, or struggling with?
1:50 - 2:10pm 20 min	<p>MSBC Business</p> <ul style="list-style-type: none"> ● Treasurer Report (Brooke) <p>Brooke:</p> <ul style="list-style-type: none"> - Thinking about ways to redesign sheet as we start fresh, can we make it easier to categorize, change up expenses - Complicated finances around October No One Told Me screening—we were sponsoring administrative marketing efforts and splitting ticket sales - Spent \$225 for board to attend MANP training - Some Giving Tuesday donations have come in but not all <p>Kara:</p> <ul style="list-style-type: none"> - USBC Conference is in person - Will soon revisit Annual Sponsorship Package. A bulk of our funds from last year came from there

- Minutes Approval (Nina)
 - Rachel moved to approve the minutes, Brooke seconded
 - November Board Meeting, December and January Coalition meetings
- Committee Reports
 - DEI- Petrichor; Workplace- Amanda; Communications- Jenna; Events/Fundraising- Miriam; Advocacy- Kara
 - **DEI:** on hold, had to cancel a few meetings. Still thinking about parent support groups, looking for community partners, book club, need to make a plan for the scholarship funds
 - **Workplace:** rough draft of toolkit, specifically for people going back to work, will also create something for employers, still waiting for a quote from the graphic designer, will be downloadable with QR codes, hyperlinks, etc
 - **Communications:** created new newsletter templates, open rate 39%, how can we increase open rates, what are best practices for open rates and engagement, Grace went over ideas for future social posts and putting together branding kit, ideas for new blog posts, next meeting Feb 9
 - **Events & Fundraising:** Giving Tuesday raised \$1600, most of the board participated. Patchwork of Parenting: keep it open to encourage more story submissions, want to incorporate shorter “pop-up” stories to keep it lighter. Board responsibilities for the event: everyone get someone to submit one story, each board member have a short story ready to go. Potential expenses: have a videographer so everyone who wants to can watch it, maybe have watch parties, can use videos for marketing and for grants for future years. Will run \$1500-3000 depending on experience. Idea for MC: female comedian or person who submitted a story last year.
Videographer options:
 - [West Film Team](#)
 - [2100 Film](#)
 - [Knack Factory](#)
 - Maine Video Marketing (suggested by Jenna)
 - **Advocacy:** Mostly focusing on paid leave, paid leave day on February 7, celebration of FMLA. Talking with Brooke about legislative webinar. Guide for asking insurance to cover donor milk. Working with doula steering committee to increase access to doula support and care.
 - Consent agenda going forward?
 - Would we rather have verbal committee reports or a report to review before the meeting that we all approve in the meeting?
 - Nina: maybe one committee presents each week
 - Rachel: maybe a committee can request to present
 - Petrichor: at LLL committee reports are incorporated into the agenda and important things are highlighted and discussed
 - Jenna: agree—if there are bigger things to discuss we can in the moment
 - Kara: going forward we can highlight certain work or big budget decisions

<p>2:10 - 2:30pm 20 min</p>	<p>Board Engagement/Development</p> <ul style="list-style-type: none"> ● Board Roles & Responsibilities Webinar Report Out & Discussion <ul style="list-style-type: none"> Webinar takeaways: <ul style="list-style-type: none"> ○ Jenna: They kept going back to the mission... making sure everything we do is in line with our mission. Our mission sounds like we're reaching out to individual people producing milk. Ex: how will we get the toolkit in front of people? ○ Nicole: One thing that stood out, in talking about the role of a board vs. program/nonprofit staff, the board should be steering the ship. It's a challenge in an all-volunteer organization where we need to be doing all the things. Volunteers vs. board member vs. staff... different skill sets and blurred lines. ○ Brooke: also don't have a solid core of volunteers ○ Miriam: agrees with Nicole. Most people who attend coalition meetings are from WIC. Should MSBC be part of WIC? ○ Jessica: is there any place where we're duplicating resources? Should we be partnering with orgs who are doing this work? Birth Roots, WIC, etc., is there a way to utilize infrastructure in other orgs? ○ Kara: committee reports don't always include non-board member volunteers, but we do have a core group of volunteers. This has always been a challenge: oversight, insight, foresight ○ Brooke: Liked the idea of having a balance of strategic thinkers and operations people... we should figure out on this board who excels in different ways and making sure we're utilizing people's skills effectively. ○ Miriam: Board president is not "above" the rest, big mix in load of work, who is taking on what ○ Kara: Board president does not have a more authority than the rest of the board, has started making more small day-to-day decisions more in line with the role of executive director. ○ Nicole: reflection of us doing too much as a board... what we need is paid staff. We need someone to do ED stuff... the board at the Y had zero say in how they did work. Staff followed strategic plan, which board developed, but had zero input on day-to-day operations.
<p>2:30 - 3:20pm 50 min</p>	<p>Celebrations, Current State, and Future Direction</p> <p>Current State/Strategic Plan Activity (Amanda)</p> <ul style="list-style-type: none"> - Rachel: we are doing a lot, it's broad and mostly done by Kara and Amanda - Kara: it's all really exciting to me, I want to do it all, even if I was a paid staff member the board would still need to approve my actions. But it shouldn't just be exciting to me, should be exciting to the board and the public as well. Excited that more people are interested and volunteering. Board responsible for "resource development." Board should be focused on sustainability or organization. <p>Discussion:</p> <ul style="list-style-type: none"> ● Who do we serve? <ul style="list-style-type: none"> ○ How do we serve them?

- What tools do we use to serve them?
- Do we have what we need to serve them?

- **Kara:** We serve parents, professionals and workplaces. Would we want to change that, not sure how that would be possible?
- **Nina:** think it would be easier to choose parents OR professionals to focus on, would help in decision-making as we move forward
- **Jenna:** reads mission as supporting families
- **Kara:** reads missing as supporting professionals
- **Petrichor:** if we do not strive to support families in our mission we will not be able meet the DEI goals in our strategic plan
- **Miriam:** if our goals are around breast and body-feeding, which seems out of step with Patchwork of Parenthood, sleep webinars, etc.
- **Jessica:** something important about making breast/chestfeeding visible so that makes Patchwork of Parenthood make more sense
- **Brooke:** events are attractive to sponsors, so that is tricky. We do need to pare down, but at our last meeting everyone shared something different that was most important to them. That would mean getting rid of something that is the most important to someone.
- When things are going really well in the MSBC, what does it look like?
 - Amanda: Connecting the Dots, especially when in person, day after an event, when we're working on tangible deliverables like the toolkit
 - Nina: Connecting the Dots, webinars, deliverables
 - Rachel: diversity of organizations at Connecting the Dots, when we have robust volunteers
 - Brooke: when everyone is engaged, felt like that at P of P, everyone contributing
 - Kara: when parents professionals and parents feel supported, we see it at webinars, connecting the dots, event, also cultural and advocacy change, when we feel excitement at meetings, growth
 - Miriam: likes when she can explain the organization to people and they get it easily
 - Jessica: tangible deliverables, P of P was amazing, focus has grown with strategic plan, has become more overwhelming, advocacy also really important, has ability to affect most people but can also feel overwhelming
 - Jenna: soft spot for P of P, does feel more "spectrum of parenthood" rather than breastfeeding, feels good to see toolkit, wheels are spinning
 - What brings the organization joy and meaning?
- What is our MSBC elevator pitch? What do we do?
 - Activity: everyone write your own, then share out

3:20 - 3:30pm
10 min

Coming Up & Wrap Up

- **2023 Meetings & Events**

MSBC Educational Webinars

1st Thursday of every even month

12-1pm

February 2nd: DEIBJ, What Does It Mean To Me

April 6th: Workplace Law & Breastfeeding

Mark your calendars: April 7-8th: [Global Latch On!](#)

June 1st: Breastfeeding/Human Milk & The Microbiome

August 3rd (WORLD BREASTFEEDING WEEK!): ?

October 5th: ?

December 7th: ?

Connecting the Dots/New Knowledge Worth Having

1st Thursday of every odd month

12-1pm

March 2nd

May 4th: *Annual Meeting*

Mark your calendars:

May 11-12, 2023: [BEST Conference](#)

May 13, 2023: Patchwork of Parenthood, One Longfellow Square, Portland

July 6 - IN PERSON GATHERING (Location TBD!)

September 7th

November 2nd

NEXT BOARD MEETING:

- **Friday, March 10, 1:30-3:30pm?**
- **Kara will send a Doodle poll to find a new date for the next meeting.**

Wrap Up

- Review To Do's

- Take-aways, how are you leaving the meeting today?

Kara: feeling more clear, and appreciative of everyone's engagement and communication

Jenna: feel like she has a better idea in mind on how to complete that form

Amanda: feel overwhelmed, we want to do everything but how? More paid staff, memberships, expanding ways we're getting help

Miriam: really liked hearing from everyone, and appreciates everyone talking opening about how they feel

Nina: liked hearing from everyone, feeling hopeful

Jessica: liked seeing and hearing from everyone

Petrichor: nice to see everyone, feeling more connected, more clarity but have a lot of work to do

Rachel: liked hearing what people are passionate about

Where are we heading?

Rachel - maybe need a paid ED, as well as contractors to help with specific projects like P of P