

**New York State WIC Association
Board of Directors Meeting**

Date: December 10, 2019 Location: The Century House, Latham NY

Present: Penny Bashford, Lauren Brand, Andrea Byrne, Lisa Cogswell, Brian Coleman, Judette Dahleiden, Megan Fulton, Melissa Goldstein, Holly Green, Vijay Jain, Sue Kowaleski, Mary Krypel, Misha Marvel, Agnes Molnar, Helene Rosenhouse-Romeo, Melissa Sacco, Rudy Sicari, Loriann Spatola-Davis, Cindy Walsh, Sherry Wilson

Absent: Alma Lou Brandiss,

Guests: None

ITEM	DISCUSSION	ACTIONS	FOLLOW-UP
Call to Order	<ul style="list-style-type: none"> With a quorum established, Chair Lauren Brand called meeting to order at 1:35 pm. 	Establish quorum	None
Minutes Approval	<ul style="list-style-type: none"> Minutes from October Board meeting were reviewed, and the following corrections made: <ol style="list-style-type: none"> Minutes Approval: Cindy Walsh seconded the motion (not Cindy Walton). Incorrectly omitted: Coming out of Board Development Committee was a unanimous vote and motion to move to elect the following Board members: Sue Kowaleski, Lori Spatola-Davis and Helene Rosenhouse-Romeo. Adjournment: Lisa Cogswell seconded motion to adjourn. Marketing & Membership: the word “go” was omitted. Sentence should read “Notice for discount for membership will go out January 20th, 2020. <p>Brian Coleman made motion to approve minutes as corrected, seconded by Sue Kowaleski.</p>	Minutes approved	None
Chair’s Report	<p>Lauren Brand</p> <ul style="list-style-type: none"> Tammy created general email address for the Association and contact list by region and membership status within the account. Tammy could not attend this meeting or last. Board will need to look at what comes out of strategic development worksheet and decide how to proceed with need for hired staff. Sherry Wilson made a motion to postpone further discussion, which was seconded by Rudi Sicari. Lauren and Melissa abstained, Board voted to table discussion. 	Send out email addresses for all members to have	Lauren Brand

COMMITTEE REPORTS			
Consumer/Vendor	<p>Meghan Fulton</p> <ul style="list-style-type: none"> The initiative conducted by the committee to obtain Consumer candidates for the Board in Western region was so successful that there are plans to duplicate the effort in the other regions. Committee to develop a “Welcome Package” for on-boarding Consumers. 	<p>After the holidays script will be developed and sent to local agency coordinators to send out to participants with contact for follow-up</p> <p>Develop “Welcome Package”</p>	<p>Melissa Goldstein and Lauren Brand</p> <p>Committee</p>
Conference	<p>Melissa Sacco</p> <ul style="list-style-type: none"> Two Sponsors committed so far (Post Consumer and Juicy Juice). Audio Visual expenses were initially budgeted at \$14,000. The Board decided to utilize the conference center’s in-house AV, which will reduce cost by approximately \$10,000. Request for Board Members to refer ideas/names of established relationships for exhibitors to Melissa Sacco. Agenda continues to be worked on. Registration planned to open on January 7th, 2020 with preliminary agenda. 	<p>Suggest companies to exhibit/sponsor</p>	<p>All Board Members</p>
Finance	<p>Andrea Byrne</p> <ul style="list-style-type: none"> Reviewed year-to-date budget and running at \$967 deficit. Andrea explained that \$8,6000 in membership dues for 2020 has been received. However this will get counted as income for 2019. For 2020 budget, the treasurer will reduce the \$14,000 AV expense for conference and add \$1000 for NYCONN and move \$1200 to another line for Marketing and Membership’s yearly budget. Motion made to accept 2020 Budget with these adjustments -- unanimous. 		
Elections And Board Development	<p>Cindy Walsh</p> <ul style="list-style-type: none"> Cindy Walsh made a motion and Melissa Sacco seconded motion to accept Mission, Vision and strategic work plan as written during Strategic Planning Sessions. Motion was unanimously accepted. Committee voted the following candidates onto the Board: Lisa Cogswell, Western Provider; Melissa Sacco, Capital Provider; Andrea Byrne, Capital 		

	<p>Provider; Lisa Fermin, Metro Provider; Tommi-Grace Melito Metro Advocate, and Melissa Goldstein, Capital Provider.</p> <ul style="list-style-type: none"> • Full Board voted via ballot to fill one Western Consumer position (4 candidates); 1 VMA position (2 candidates); and two Executive Committee positions: 1 Vice Chair position (1 candidate), 1 Secretary (1 candidate). Outcome of vote is as follows: For Consumer: Jennifer Hermann 3; Lacy Christ 3; Yamilex Sanchez 6; Adrienne Adger 5; 2 ballots disqualified because two votes were cast, and 1 ballot was left blank. For VMA: Lonnie Reeves: 4 votes, Penny Bashford: 15; 1 left blank For Vice Chair: 19 votes for Melissa Sacco; 1 left blank For Secretary: 20 votes for Helene Rosenhouse-Romeo • Board still needs two Providers from Metro. • Strategic plan and revising bylaws will be priority for Committee 	<p>Notify all candidates of election outcome</p>	<p>Cindy Walsh</p>
<p>Marketing & Membership</p>	<p>Holly Green</p> <ul style="list-style-type: none"> • Plan is to give out first aid kits with WIC Association logo as give-away at conference. Judette will reach out to possible vendors of these kits to see if they will sponsor (4mPrint and Perspective Enterprises were suggested). These kits will be sent directly to conference site once ordered. • Preliminary results from survey that was sent out to members is that communication is an issue. Committee suggested to have pictures of Board members sent as email newsletter to all members and have pictures/bios on Association Web page, with a featured region of Board members each month. • To date: 29 WIC local agencies out of 92 have paid. • Discussed personalizing a letter to all local agencies from Board members. Suggestions were: Melissa Sacco from Capital; Lori Spatola-Davis from Western, Judette Dahleiden from Central; Lisa Fermin from Metro. • Create letter of WIC Association of NYS accomplishments / achievements. 	<p>Reach out to company that makes first-aid kits to see if they will sponsor kits/exhibit</p> <p>Idea needs to be developed and agreed upon</p> <p>Send out survey results to all Board Members</p> <p>Send out blanket invoices</p> <p>Develop and send out personal appeals to regional coordinators</p> <p>Create draft letter and send for review</p>	<p>Judette Dahleiden</p> <p>Full Board</p> <p>Brian Coleman</p> <p>Tammy Lana</p> <p>Melissa Sacco, Lori Spatola-Davis, Judette Dahleiden, and Lisa Fermin</p> <p>Helene Rosenhouse-Romeo</p>

Legislative / Lobbying	<p>Vijaya Jain</p> <ul style="list-style-type: none"> • A two-page guideline for hosting elected officials is almost finalized. • The committee reviewed a letter put out by James Seward, NYS Senator, promoting the use of HEAP. The committee may request that State Congressional members consider a similar letter supporting the WIC Program. • Plans to develop informational letter about the WIC program. • NWA Conference in March will be attended by four advocates. If more than four volunteer to go, decision will be made by Viji Jain and Lauren Brand. • In February, plan is to have Board Members extend visit in Albany to attend NYS legislator offices to educate and advocate about WIC program. • Lauren will book the hotel room for advocates in January. 	<p>Complete guidelines for hosting elected officials</p> <p>Develop informational letter</p> <p>Visit NYS assembly and senate legislators in February 5, 2020</p> <p>Book advocate rooms</p>	<p>Misha Marvel and Viji Jain</p> <p>Agnes Molner</p> <p>All able Board Members</p> <p>Lauren Brand</p>
Nutrition/ Breastfeeding	<p>Lisa Cogswell</p> <ul style="list-style-type: none"> • Judiette Dahleiden volunteered to co-chair committee/ • Committee recommended that NYS DOH conduct a survey that will go to all NYWIC users to rank potential enhancements to NYWIC 		
Additional Comments			
Regional Reports	None		
Adjournment	Motion to adjourn meeting made by Sherry Wilson and seconded by Judette Dahleiden; With no other items to discuss the meeting was adjourned by Chair Lauren Brand at 3:19 p.m.		

Minutes prepared by: **Helene Rosenhouse-Romeo**
Secretary, WIC Association of NYS
Date: 12/19/2019

Minutes reviewed by: **Lauren Brand**
Chair, WIC Association of NYS
Date: 12/24/2019