

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

Date: June 12, 2018

Location: The Century House, Latham NY

Present: Mary Allison, Penny Bashford, Lauren Brand, Alma Brandiss, Andrea Byrne, Lisa Cogswell, Carmelina Cruz, Lisa Fermin, Megan Fulton, Holly Green, Sue Kowaleski, Agnes Molnar, Corie Nadzan, Tenisha Rivers- Hill, Helene Rosenhouse-Romeo, Melissa Sacco, Rudy Sicari, Colleen Vokes, Cindy Walsh, Sherry Wilson, Melissa Zargham

Absent: Angel Carter, Vijaya Jain, Victoria Prentice, Cindy Walton

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 1:10 pm. 	Establish quorum.	None
Minutes Approval	<ul style="list-style-type: none"> • Minutes from April Board meeting were reviewed and accepted with no corrections. • Sue Kowaleski- motion to approve minutes, Gigi Cruz seconded the motion. 	Minutes approved.	None
Chair's Report	<p>Lauren Brand</p> <ul style="list-style-type: none"> • Archived WIC Association document review. (Lauren, Corie and Viji will review files and make decisions on which files will be kept, scanned and saved; which files can be destroyed per policy; and which files should be kept as historical information). • Lauren and Viji will travel to 112 East Post Road, White Plains, NY, Wednesday, June 13, 2018 from 9:00-1:00 PM. • Tammy will investigate other options for our board meetings and report back in August 2018. Suggestion to consider having one telephonic instead of face-to-face meeting as a means to deal with decreased travel budgets that some local agencies are facing. 	<p>Review files from storage.</p> <p>Check out other hotels in surrounding area.</p> <p>Check back to assess viability/need.</p>	<p>Lauren Brand, Corie Nadzan and Viji Jain</p> <p>Tammy Lana</p> <p>Lauren Brand</p>

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COMMITTEE REPORTS			
Consumer/Vendor	<p>Megan Fulton:</p> <ul style="list-style-type: none"> Continue to promote Participants Wanted poster throughout local agencies to recruit consumers. Continue discussion on VMA and eWIC for vendor/participant Potential focus groups to sit in on committee meetings via conference line. Previous discussion on consumer recruitment. Potential replacement for Victoria's position, Western potential consumer fell through. Central has a consumer who submitted application to be looked at the end of the year. Discussed shopping process with eWIC. Discussion on highlighting perks of eWIC at local agencies, discussed current issues (eligible foods not being an approved UPC on the APL). Discussed recruiting for focus group to be able to call in during committee meeting and participate without being present. Would need board approval for using conference call line. Melissa Sacco suggested promoting on Facebook for consumers. LAs could post on their Facebook page also and we could post once a month on our Facebook page, the consumer flyer. 	Consumer Vendor Committee will research, and Tammy Lana will post flyer on Facebook.	Consumer Vendor Committee and Tammy Lana
Conference	<p>Melissa Sacco:</p> <ul style="list-style-type: none"> Still waiting on final hotel invoice and actively seeking 2019 conference location, a final report will be presented after bill has been received with the final numbers. Committee is actively seeking proposals for the 2019 Conference (May 19-22 potential date). It was suggested that we market the conference to others, not just WIC; nurses, dietitians, nutritionist, etc. And consider developing "affiliate membership structure for non-WIC organizations to become member of the Association. Melissa will work with Lisa to create survey monkey questions about conference. Melissa will look into adding Facebook advertising to promote the WIC Association and conference. <p>Corie Nadzan:</p> <ul style="list-style-type: none"> Due to potential budget concerns, it was discussed about limiting some of our costs for the conference by limiting our break-out sessions from 5 to 3 which will result in reduced expenses of room rentals, speakers, etc. 	<p>Find 2019 conference location</p> <p>Create a list of organizations that the Association should target to attend the conference.</p> <p>Develop Survey</p> <p>Explore advertising</p>	<p>Melissa Sacco Corie Nadzan Melissa and Corie</p> <p>Conference Committee Members</p> <p>Melissa/Lisa Fermin</p> <p>Melissa</p>
Finance	<p>Andrea Bryne:</p> <ul style="list-style-type: none"> The Checking Account for April documented a fee of \$89.47 for charges/interest incurred from a late payment of the bank credit card. Gigi and Lauren set up 		

	<p>automatic payments moving forward, to prevent late fees. Credit card statement continues to be reviewed by Chair and sent to Treasurer for confirmation of all charges.</p> <ul style="list-style-type: none"> • Cell phone charges for Administrative Assistant are high. Gigi will consult with Tammy and cell phone company to see if rates can be lowered. • An error was found on the Business Savings Account for April. The account number listed is incorrect and will be corrected by Gigi. • The Worker's Compensation Audit will be conducted on August 8, 2018 with the Association's Accountant. • Gigi looked into transferring \$180,019.70 to a Business Money Market Account. There would be a significant increase in our interest rate by doing this. • Signature of one Association member certified as an "Individual with Control" is required by the bank. Gigi will keep the form with her and is now the head signatory. 	<p>Work to lower cell phone rates. Correct account number</p> <p>Gigi will research further</p>	<p>Gigi Cruz and Tammy Lana Gigi Cruz</p> <p>Gigi Cruz</p>
Board Development	<p>Cindy Walsh:</p> <ul style="list-style-type: none"> • Motion was brought out of committee to elect, Christopher Errante, a Provider from Central (Broome County). Motion was unanimous, so moved. • Finance committee reworked the Travel Policy, Cindy Walsh will update policy and send out with changes. She will send out in a Word document, so changes can go back to Finance, then Board Development and brought to Board for vote. • Board Development will assist Lauren in the planning of the Strategic Plan. 	<p>Policy will be updated and sent out for Board Members to review.</p>	<p>Cindy Walsh</p>
Marketing & Membership	<p>Colleen Vokes:</p> <ul style="list-style-type: none"> • We had a great response for our June Newsletter, it will be out soon! • The Head Start collaboration was a huge success! Committee would like to form a relationship going forward for them to be able to promote and share information. • Holly Green shared that her families are excited and interested in WIC again due to the arrival of eWIC and would like to get back on WIC. Their main issue with WIC now is the paper checks. • Committee requests Lauren to contact April Hamilton to formalize WIC's relationship with Headstart (? MOU) so Headstart is fully aware of eWIC changes and how their families can benefit. Discussed targeting Head Start on Facebook to eWIC with them. • Reviewed overview of other State WIC Associations prepared by M. Kaericher-ad hoc member. The Committee recommends that the Association review the mission and vision statements and that we make sure to design our website to target the appropriate group(s) for membership per the statements. • 	<p>Contact April Hamilton</p> <p>Reach out to Site Solutions for relevant photos for Website</p> <p>Review mission & vision statement</p>	<p>Lauren Brand</p> <p>Tammy</p> <p>Board</p>
Legislative / Lobbying	<p>Lisa Fermin:</p> <ul style="list-style-type: none"> • The Committee is looking for success stories from past participants about how WIC helped them to succeed. Tenisha would be very interested in submitting her story. Victoria was absent and this will be discussed with her at next meeting. 	<p>Ask Victoria is she would share her story.</p>	<p>Lisa Fermin</p>

	<ul style="list-style-type: none"> Scholarships were discussed and in light of possible budget changes a couple of suggestions included: reduce the number given out, possibly changing the scholarship a Conference lottery were applicants could get their registration and hotel accommodations paid for. A survey will be sent out on Survey Monkey including 5 or 6 questions regarding COLA funding from the Legislative Committee along with some questions from the Conference Committee. Lisa will send questions to committees by Friday. Goal is to survey out on June 25th with responses by July 2nd. 	Develop survey	Lisa Fermin
Nutrition/ Breastfeeding	<p>Lisa Cogswell:</p> <ul style="list-style-type: none"> Asking all board members to request that LAs send photos of breastfeeding events during World Breastfeeding Week so we can share on Facebook page. Since there is a lot going on this year with eWIC and NYWIC roll outs, we are going to look into trying to put together a bigger statewide event for next year for all agencies to participate in to promote Breastfeeding. Lisa will invite Allison C. or Kim S. from Central Office to next meeting to discuss new and updated handouts that are in process. 	<p>Send notice to LA members</p> <p>Contact Allison or Kim from CO.</p>	<p>Tammy</p> <p>Lisa Cogswell</p>
Additional Comments	<p>Lisa Fermin:</p> <ul style="list-style-type: none"> On 6/11/2018 Lisa, Helene and Corie had an impromptu dinner encounter with Mary Karichter and her husband from ADK Strategy Group. During that encounter Mary and her husband expressed a desire to learn best-strategies within NYS LAs, and to serve as a conduit for sharing those practices between local agencies in different states. On 6/11/2018 ADK proposed that they would like to offer a scholarship to fund speakers from one state to attend another state's annual conference to share best practices. Additional information and specifics of what ADK is proposing is needed. 	Obtain a written proposal of what it is ADK is proposing	Executive Committee
Regional Reports	None		
Adjournment	Motion to adjourn meeting – Sherry Wilson. Moved by Mary Allison. With no other items to discuss the meeting was adjourned by Chair Lauren Brand at 2:51 pm.		

Minutes prepared by: **Tammy Lana**
Administrative Assistant, WIC Association of NYS

Minutes reviewed by: **Helene Rosenhouse-Romeo**
Secretary, WIC Association of NYS

Minutes reviewed by: **Lauren Brand**
Chair, WIC Association of NYS

Date: Date: July 10, 2018