

DCMAND

2015-2016 Board of Directors Fall Board Meeting

Sunday, November 8, 2015 – 1:30 PM to 3:30 PM

14518 Woodcrest Drive / Rockville, MD 20853

Board Members Present

Tricia Psota, President

Robyn Douglas, President-Elect

Carolyn Wait, Past President

Sarah Fisher, Recording Secretary

Lindsey Proctor, Corresponding Secretary

Erica Walther, Treasurer

Shayne Geneva, Nominating Committee Chair

Kris Sollid, Professional Development Committee Chair

Paige Einstein, Professional Development Committee Chair-Elect

Non-Voting Members Present

Lindsay Moyer, Nominating Committee, First Seat

Brittany Cines, Nominating Committee, Second Seat

Lindsay Yarabek, Social Media Coordinator and State Media Representative

Stephanie Johnson, Webmaster and Membership Relations Chair

Shelby Santin, DCMAND Student Representative

Veronica Chocron, Diversity Recruitment Chair

Danielle Colley Starin, Strategic Planning Chair and Education and Research Chair

Emily Snyder, Volunteer Coordinator

Courtney Puidk, Community Nutrition Chair and State Regulatory Specialist

Mary Baginsky, Clinical Nutrition Chair

Katie Nash, Food and Nutrition Management Chair

Hannah Martin, Public Policy Coordinator and State Policy Representative

1. Welcome and Introductions

Tricia Psota welcomed members. Members introduced themselves.

2. President's Update – Tricia Psota

a. FNCE Reception

Carrie Kiley made the arrangements for the FNCE reception. About a dozen members attended the event. It provided an opportunity to reach other DCMAND members.

b. Executive Director Activities

Carrie Kiley has been working on facilitating the implementation of a strategic plan for DCMAND, Communications within DCMAND, and the Listserv. Carrie Kiley should be included on all communications. Her email is contractor@eatrightdc.org.

c. Community Initiatives

NBC4 EXPO

The NBC4 Expo is January 9th and 10th. DCMAND is in the process of securing a booth for the event and getting meal passes – waiting to hear back. The theme for the event has yet to be announced.

There was discussion about whether DCMAND wants to participate in the expo. It takes a lot of time to get the giveaways, plan an activity, and get volunteers. To help it run more smoothly, Carrie Kiley can help with the logistics. Also information about the event can be sent out sooner to notify members.

Volunteers are needed. Emily Snyder is the volunteer coordinator. A sign-up sheet will be available December 1st for those interested in volunteering for the event. There needs to be at least one licensed RD at all times. Since there are only a handful of members that are licensed in DC, Board members who are licensed are encouraged to participate.

Carolyn Wait suggested vouchers for food/drinks for those who volunteer to make it more fun. Tricia Psota was in agreement. She will follow up with Rachel Griffin. A suggestion was made to have DCMAND t-shirts for the event to make it look more professional. Members thought it was a good idea. Several color options were discussed as well as placement of the logo on the shirt. No final decisions were made. There is no money in the budget for t-shirts this year so board members would need to pay out of pocket. In the future DCMAND can budget for t-shirts.

In the past giveaways for the event have included coffee sleeves, tote bags and stress balls. There are cellphone wallets left over from last year. Giveaways are in the budget. Other considerations include a snack container – salad shaker, ¼ cup container for nuts.

In the past attendees really wanted handouts. Include 1-2 recipes based on the theme of the event. DCMAND may want to prepare a “referral sheet” to handout to attendees seeking nutrition services. We can ask DCMAND members if they want to be included on the referral sheet – this may also prompt them to volunteer for the event. A talking points handout for the volunteers was suggested however it was mentioned that in the past attendees will ask you anything.

RD DAY

RD Day will be March 9th. The theme is “Savor the Flavor.” The venue has yet to be determined. Since the event is free this year, attendance is expected to increase. It will be a Wine and Cheese Social plus another activity.

Several activities were discussed:

- Head shots
- Panel of “interesting” RDs and their career path (this may be more interesting to

students and younger RDS rather than established RDs)

- Chef demos
- Tasting stations
- Include a topic on a person's name tag to generate discussion
- DCMAND BOD members wear T-shirts to identify themselves
- Have members talk for a few minutes about what they do
- Different booths with an incentive for attendees to visit each booth
- Wine Pull – fundraising event?

FUNDRAISING CHAIR

The position for Fundraising Chair is still open. The position entails sending out an initial email to prospective donors. Carrie Kiley will do all the follow-up – logistics, paperwork, etc.

d. Calendar of Events

See Agenda for Calendar of Events.

A potential webinar in December and/or April with CEUs was discussed as well as a possible volunteer activity at DC Central Kitchen in January/February. A Legislative Day in the Spring was proposed.

The February BOD meeting will be based on availability of members and locations. Ideally it would be a combination of social and business. Several suggestions for venues were discussed – winery, brewery.

The May BOD meeting would include a “volunteer activity” such as going to a farm to help harvest the food then having a potluck dinner afterwards.

Tricia Psota would like all events posted on the DCMAND website as well as in the Potomac Post so members know about them in advance.

e. Consent Agendas/Committee Reports

Lindsey Proctor is working with Carrie Kiley to get the whole process in place – hopefully by February. Stay tuned.

3. Approval of Minutes – Sarah Fisher

Sarah Fisher requested motion to approve the BOD Meeting Minutes from the previous board meetings. Tricia Psota seconded the motion. All approved. No opposed.

4. Treasurer's Report – Erica Walther

Erica Walther presented the treasurer's report. Carolyn Wait noted that the investments are going down. The account lost about \$1000 in the past quarter. The board agreed to keep an eye on the investment fund for now and discuss it later when longer term trends can be seen.

DCMAND has about \$60000 in its accounts. Erica Walther motioned to approve treasurer's report. Carolyn Wait seconded the motion. All approved. No opposed.

5. Nominating Committee – Shayne Geneva

The timeline for DCMAND elections was moved up to match the elections for AND. This will streamline communication to members about elections as both will be occurring at the same time. The call for nominations opened November 1st. Members are encouraged to fill out the ballots. Shayne Geneva will collect the nominations. There will be a Happy Hour next Thursday in Columbia Heights hosted by the Nominating Committee. There is no formal programming.

6. Professional Development Committee

a. Annual Meeting Update – Kris Sollid

The Annual Meeting will be April 29 2016. DCMAND is still working with the venue – National Association of Home Builders – to finalize the contract. The venue holds a maximum of 130.

There was discussion about cutting out breakfast and offering beverage service only. If the cost of the event is increased and breakfast is taken away, a second beverage service in the afternoon should be considered.

The cost of the event will increase by 10-15 dollars. Student registration is currently \$35. The majority of students at the event last year came for free because they were co-authors on a poster. Several posters had multiple co-authors. Students need to at least cover the cost of their meal. Options discussed:

- Increase price of student registration
- Charge \$15 per poster submission
- Limit the number of posters accepted to open up more room for members to attend (and pay). Limiting the number of posters will make it more competitive.
- Allow 2 free registrations per poster. Additional co-authors must pay.

At this time the only dietetic program that requires students to submit posters is the University of Maryland.

The proposed theme for the annual meeting is "Food Waste." The committee applied for a Food waste grant from AND. DCMAND hasn't heard back yet.

There was a committee call last week. Abstracts for panels will be presented to the BOD next month for input. The committee is still looking for sponsors for the event as well as giveaways.

b. Webinar Update – All

A list of potential webinars will be compiled and a survey sent out to members to see which ones they are most interested in attending. Suggestions include: Social Media, Food Styling, Build your own Brand, Alternative income sources for RDs, Nutrition Informatics – what is coming in electronic medical records, Malnutrition, Survival guide for Nutrition Support, How to do a Research Project. These would be paid webinars

because CEUs would be offered. There would be a member rate and non-member rate. Webinars would also be open to other affiliates.

7. Communications

a. Potomac Post Update – Allison Marco

The Potomac Post will be out in the next two weeks. Committees are asked to provide their updates based on things members need to know.

b. Social Media Update – Ivy Mumo and Lindsay Yarabek

Lindsay Yarabek has members posting every day of the week on twitter and facebook. If there are any upcoming events, send an email to socialmedia@eatrightdc.org. The committee has met to talk about strategies for posting. Their behind the scenes work is paying off and it is much appreciated.

c. Website – Stephanie Johnson

Tricia Psota thanked Stephanie Johnson for her work on the website – it looks really good. BOD members need to submit their bios to Stephanie to post on the website. Nominating Committee information is on the website.

Stephanie Johnson is putting together a member survey to get a pulse on what members want. Email your ideas/questions to Stephanie Johnson. The member survey will be reviewed by the board before it is sent out to members. The goal is to have it ready by the end of the month.

8. House of Delegates – Meagan DiVito and Robyn Douglas

Robyn Douglas attended the HOD fall meeting. Malnutrition was the topic for the first day. A brief survey went out to members. Malnutrition is a broad topic and affects all age ranges and all diseases. AND wants dietitians to take ownership of malnutrition and run with it – notoriety, reimbursement, support. Sponsorship was the topic for the second day. AND has a great sponsorship policy but it wasn't followed with regards to Kraft. An AND Sponsorship Committee will be formed. HOD is making a fact sheet regarding the meeting which will be released in November. It will be put in the Potomac Post.

9. Strategic Planning – Danielle Starin

The Strategic Plan looks at everything DCMAND is doing now to meet the needs of its members and community and where DCMAND wants to be in the future. There are two working groups – member and community. There have been two monthly meetings so far. The goal is to have the Strategic Plan completed in 2017. Larger surveys will be coming out in the future. More details to come.

10. Student Representative – Shelby Santin

Shelby Santin has a contact list for all dietetic programs in the area. She will be glad to help recruit volunteers for DCMAND events. Students will be sent a welcome letter from DCMAND.

11. Licensure – Aly Mark

The DC Licensure Board met 9/22 – no updates. They are not moving forward until the consumer member position is filled. If you know of anyone who might be interested, reach out

to Aly Smith. The person must have lived in DC for three years. The next meeting will be 12/8. An update for the Potomac Post will be provided.

12. Public Policy – Hannah Martin

There will be a committee meeting this month. There have been inquiries about reporting people who are not licensed. Either the Public Policy committee or Aly Mark could write a short article about how to report people who are not licensed. What is DCMAND's position on licensure? The Public Policy can draft a position statement to be reviewed at the BOD meeting in December or January.

13. Other Business

a. Next Board Meeting: Date TBD

A doodle poll will be sent out to determine the date of the next full board meeting.

The meeting was adjourned.