

MAINE SCHOOL NUTRITION ASSOCIATION

Our Mission:

*Educating and empowering members to provide healthy meals
to Maine Children in pursuit of lifelong wellness.*

Notice is hereby given of the Maine School Nutrition Association Board meeting to be held on **Wednesday, October 28 at 8 am at The Egg and I Restaurant on Route 1 in Scarborough. Breakfast will be served at 8:00 AM and the meeting will begin at 8:30 AM.**

Call to Order: 9:00 AM

Roll Call:

Ron Adams (x) Amy Bacon () Walter Beesley () Susan Boivin () Charles Butler () Judy Campbell (x)
Wendy Collins () Ellen Demmons (x) Mary Emerson (x) Tina Fabian ()
Darlene French (x) Gayle Glidden () Lynn Gnade () Lynette Harriman (x) Holly Hartley ()
Betty Hayes (x) Leslie Hayes () Dottie Janotta () Heidi Kessler () Dennis McAlary ()
Sue Morrell (x) Laura Pineo () Martha Poliquin (x) Jeanne Reilly (x) David Roberts (x)
Alisa Roman () Stephanie Salley (x) Martha Spencer (x) Whitney Strout (x) Karen Ward ()

Thought for the Day

Adjustments to Agenda

Communications/Correspondence: Bruce Poliquin pushing for canned and dried fruit to be used in FFVP. Martha was asked to write a letter of support, which she did, but she has not heard back on where that is right now.

From Patricia Montague, CEO of SNA, regarding staffing positions: Nicole Westin has been separated from her position and staff will be realigned.

Marge Kilkelly: She is still working. She has met with the staff of AG. They want to establish an advisory committee on School Nutrition. She is pushing the no-thank you portions. She wants to be able to sell leftovers at times other than the day immediately following the day the item was listed on the menu. She wants to increase the guidelines for people who live in high income areas. Marge sent a survey; 44% are following sodium limits. 83% are offering vegetables required.

Approval of Minutes: August 3, 2015

Motion to accept: Jeanne Riley

Second: Judy Campbell

Yes: 13

No: 0

Abstain: 1 – Martha Poliquin

Committee Reports

❖ Communication Committee- Alyssa

❖ Mark Leslie, MEASBO: Mark did a presentation on how he would publish a periodical magazine for MSNA.

Motion: Motion to move ahead and ask Mark to generate a contract for us to do a bi-yearly publication for MSNA

1st: Lynnette, 2nd: Judy

Discussion

Yes: Unanimous

No: None

Abstain: None

10:03: Dave and Betty left for another meeting.

Approval of Treasurer's Report

Dottie presented the treasurer's report. Nov. 9th is the maturity date for our CD

Motion to accept: Ron

Second: Stephanie

Yes: All except Dottie

No: None

Abstain: Dottie

- ❖ Winter Conference 2016 was discussed along with options for future conferences.
- ❖ Food Play: It was agreed that we would pay transportation and three hotel rooms. In the future we will have a contract that is more specific and has maximums.
- ❖ Education Committee-Jan 26 & 27 @ Sable Oakes in Portland, Does Maine want to offer the SNS exam? Maybe wait a year because it is being offered in NH this year. Maybe at Northeast Leadership Conference? Nutrition 101 needs an eight hour block.
- ❖ Finance Committee- ad hoc – no report
- ❖ Industry Committee- Contracts getting ready to go out for January. PepsiCo is an issue. Are we going to raise booth prices? Last time we raised prices was 4+ years ago. Currently charging summer \$650.00, winter \$400.00. The difference is because there was no cooking at the winter conference. It was all table-top. Suggestion is for \$750.00 at both.
- ❖ Legislative Committee- Ron: Full Plate, Full Potential: The group is putting itself together. Working on registration, participation and consumption. DHHS wants supper to be served only by licensed day care facilities. Eliminating Reduced Price is a hot topic.
- ❖ Maine Academy of Nutrition? Talking about push-time. Legislators will be at a wine bar. MSNA should have representation there as well. Ron will update us on what Alford is up to. LePage will not fill the position that has opened up (and is funded).

Motion to raise MSNA booth fees to \$750.00 for both winter and summer: Mary.

Second: Jeanne.

Passed Unanimously

Mary left at 11:10 AM

Martha: Winter conference, Discussed meals, # of rooms.

- ❖ Program Committee- Email went around. PFG wanted to know how they could help with the conference. Suggested program. Sue asked for at least a two week lead time. List-serve worked well for the summer conference registration. Do that again and also FB and web page.
- ❖ Membership Committee- Whitney and Stephanie will co-chair this committee and Gayle will be called in to help whenever she feels up to it. Whitney, Stephanie and Betty need to work on the current membership drive. There will be another one in the spring. Come up with incentives for a drive.

Martha: At August meeting we set up an ad-hoc committee with Jeanne as chair, Sue, Stephanie, Judy, Martha, Betty, Ellen – to look at P&P and strategic plan. She would like to have the Strategic Plan available to all board members; P&P should be in a book form to be presented to the board in January. Bylaws may need to be changed because they need to be in sync with SNA format. Jeanne is in charge of this with Sue as co-chair.

Credit Card Discussion:

Cards are currently held by president, president elect, association coordinator, industry chair, program chair, \$20,000.00 limit. Treasurer does not have a credit card because she is the person who handles payments of the cards.

After discussion about the current needs it was recognized that the president, the president elect and the association coordinator all need a credit card.

Rising Star Award:

Ellen and Judy will work on promoting current programs before moving on and considering local awards. They will make the criteria known to superintendents and business managers.

Old Business

- Policy & Procedures
- Strategic Plan – 2016

Plan of Action:

1. Professional Development Goal

School Nutrition professionals will have the necessary knowledge, skills, and expertise to administer, manage and deliver healthy school meal programs.

Objectives:

1. Increase value of child nutrition staff to schools through professional development.
2. Increase the awareness of resources and opportunities to enable members to meet the new federal Professional Standards.

Strategies:

1. Develop materials that directors can use for the purpose of educating partners such as school boards, superintendents, business managers, and teaching staff.

Current Status: Not done yet.

2. Provide training in key areas at conferences to help meet Professional Standards.

Current Status: Ongoing

3. Support School Nutrition Specialist study group opportunities.

Current Status: Done

4. Market the value of certification and credentialing. Maybe an article in the Maine Light.

Current Status: Not done yet.

5. Outreach in the form of support to Child Nutrition Services for developing mentoring program for school nutrition professionals. a

Current Status: Not done yet.

6. Promote the Institute of Child Nutrition (Formerly known as National Food Service Management Institute) resources to school nutrition professionals.

Current Status: Send Mary a blurb.

Responsibility: Education Committee

2. Advocacy and Public Image

Policy makers, school officials, and parents will rely on MSNA as the authority on school nutrition programs.

Objectives:

1. Increase the recognition of school nutrition programs as integral in the education process.
2. Increase policy makers' understanding of the business of operating school nutrition programs.
3. Increase the recognition of MSNA as the experts on school nutrition.
4. Increase awareness of MSNA's role in the next reauthorization.

Strategies:

1. Contact local, state, and national officials to share MSNA positions and to gain support, as well as educate them on the successes and challenges of school nutrition programs.

Current Status: Ron does a lot of this. Everyone does this.

2. Provide access to toolkits, links and public relations materials.
3. Better utilize Maine Dairy Council resources to increase and promote public awareness on health and nutrition topics.
4. Support/Develop a state level Public relations Plan to promote public image.

Current Status: Made a \$2,000.00 donation to the "Let's Go" video.

5. Provide information on reauthorization of the Child Nutrition Act to members and allied organizations.

Current Status: Nothing has come out of Washington yet, so there's nothing we can do.

Responsibility: Communications Committee, Legislative Committee, Education committee

Dottie suggested putting something on our web site for other new directors to access. Ellen suggested putting a blurb on the list serve asking for recorded presentations from districts.

3. Community

MSNA will work to strengthen school nutrition programs through collaboration with members, industry, and allied partners.

Objectives:

1. Increase and retain membership.
2. Partner with allied organizations.

Strategies:

1. Form ad hoc committee to partner with Lets Go for the purpose of continuing education sessions. Heidi & Judy will do this when Heidi gets back to work (still not back from concussion received last summer).
2. Explore possible partnerships with MSBA (Maine School Boards Association), MSSA (Maine School Superintendents Association), MEASBO (Maine Association of School Business Officials), and MEA (Maine Education Association).
3. Strengthen relationship with Industry for mutual benefits.
4. Team Building Event.
5. Encourage participation in SNA Awards program.

Responsibility: Membership Committee
 Industry Committee

Working with MAN

MSSA: SCHOOL NUTRITION PROGRAM COMMITTEE

Emil Genest, Chair
Timothy Doak
Andrew Dolloff
Susan Pratt
William Webster

4. Infrastructure

MSNA will have a sustainable funding model that is governed by the Executive Board and that is aligned with the MSNA Strategic Plan.

Objectives:

1. Increase recruitment and development of future MSNA leaders.
2. Increase the effectiveness and efficiency of resources.

Strategies:

1. Review current financial situation to create a sustainable funding model.
Decrease cost of Maine Light by going with Mark Leslie, increase booth fees.

2. Explore alternative revenue sources beyond conference registration, industry, and membership. Mark Leslie
3. Provide a scholarship for at least one person to attend SNA conferences to promote and develop future leaders. Judy will get this to Mary
4. Review Strategic Plan annually. Coming soon.
5. Promote SNA First Timer Scholarship to attend Annual National Conference. This refers to SNF; needs to be advertised more. Put it on the list serve.

Responsibility: Treasurer, Communications Committee

Status update: 10-28-2015

New Business

- Association Credit Cards
- Membership Status: Discussion around membership requirements. Ron is good.

President's Time:

Next Executive Board Meeting: Monday, January 25, Marriot Hotel, South Portland, 4:00 PM. Dinner will be provided.

Adjourn: Ellen Judy, Adjourned at 12:25 PM