

## **2017 Annual Trustee Meeting**

**Parking Lot/ Miscellaneous:** (to discuss on March 6th and future conference calls)

### **Website:**

- Need to update on line membership application as to Committees/sign up and discuss any online problems with application/dues/ PayPal
- "tags" to lead web searchers to NJBC and ZipMilk?
- Will Casi and Ellen still be involved with any revisions/updates?

**Social Media:** Judy will inform us about her routine activities

**PR:** Bumper sticker / sizeable magnet for cars to get **NJBC/ZipMilk** "out there"

### **ZipMilk:**

- Casi approves new providers
- Kay will begin provider verification process after further discussions with MA Breastfeeding Coalition/ZipMilk re: unfriendly user platform
- New order of 10,000 ZipMilk cards?

**Worksite recognition:** Kay will set up certificates/personal visits/picture/PR with 2 sites in March and hand off any future activities to "Access" Committee

**Recruitment** of members: after analysis of membership, strategies to recruit from unrepresented areas of the state

**Bylaws:** Ellen will share final draft and they will be given approval and "amended date"

### **USBC representatives:**

- Review history, resources and importance
- Do the 2 current reps wish to continue?
- To encourage general member involvement and succession planning (new Trustees) - should we ask a general member to volunteer to be one of our NJBC representatives (for a certain term?)
- Attendance at webinars and conferences; conference attendance funding
- Weekly Wire emails to membership