

## New Jersey Breastfeeding Coalition Trustees' Conference Call

Held Via Zoom

**Date/Time** February 1st, 2021 4:00 PM

**Attendees:** Ellen Maughan, Judy Schneider, Nasheeda Pollard, John Worobey, Kay O'Keefe, Danielle Tropea, Chanelle Andrews

**Not attending:** None

**Quorum present:** yes **Others Attending:** None

**Meeting Facilitator:** Ellen Maughan

**Minutes:** Nasheeda Pollard

Agenda Item	Discussion	Action for Trustee
January minutes	Kay: Changes for 1/21/21 minutes to include: \$250 donation to USBC, correction of meeting date and time discussion about membership flyers asking trustees to review and provide feedback on email sent.	Minutes of 1/11/21 and 1/21/21 accepted with Kay's changes.
What are we doing at this meeting that meet our goal to eliminate disparities?		Informational
Treasury report	Kay: Think of other opportunities for use of funds.	
Finalize IBCLC scholarship documents and plan program launch	Ellen: Would like for the LE committee to share information about marketing plans after next meeting.	
February general membership meeting 2/23/21 —agenda items	<p>Ellen: Meeting Agenda Outline</p> <ul style="list-style-type: none"> <li>● Provide NJBC updates new &amp; old business,</li> <li>● Explain the committees <ul style="list-style-type: none"> <li>○ Lactation Equity: scholarship,</li> <li>○ Education: Share about new facebook group,</li> </ul> </li> <li>● Reminder for hospitals to complete MPINC: data collection and hospitals</li> <li>● Revise diversity, equity and inclusion statement</li> </ul> <p>Having more than one person as a co-host for the Zoom meeting. Brainstormed potential use of breakout rooms to discuss committees.</p> <p>Use time towards the end or the beginning of the meeting for networking. This will give an opportunity to hear what is happening</p>	<p>Nasheeda will use SNJPCs Zoom account for February meeting</p> <p>Chanelle will email NJBC members explaining the new facebook group (before/after meeting)</p> <p>Chanelle will create the google form to survey members and ask to share breastfeeding concerns.</p>

	<p>across the state. Please share any concerns that you are having.</p> <p>Kay would like to leave time for people to share updates/concerns about breastfeeding.</p> <p>Chanelle: suggested creating a google form to gather responses and talk about specific topics.</p>	
Facebook advertisement	<p>Danielle: Shared information about facebook advertising and potential costs for boosting ZIPmilk in NJ. We can do separate ads to target parents, doctors, and other IBCLCs.</p> <p>Ellen: ZipMilk reports to see where we are getting participants. Will focus our target on areas that have high infant mortality rates.</p> <p>Judy: There is a way to pin items to the top of the facebook page. Add more cities like (Salem and Atlantic for the facebook ad.</p> <p>Chanelle: Suggested to change the age, gender ranges for facebook ads.</p>	<p>Danielle will work to revise target areas for the Facebook marketing ads.</p> <p>Ellen: Will add Danielle as an admin for Facebook. Will finalize the cost for ads at the March meeting.</p> <p>Ellen: Will schedule a meeting with Steve Kurtz to have Danielle added as an admin for the website.</p>
Review of diversity, equity and inclusion statement	Reviewed the current inclusion statement and stated that we would ask for input during the general meeting.	
Trustee vacancies	<p>Ellen: We want to fill vacancies and would like everyone to review the current membership list and touch base before the general meeting.</p> <p>Kay: Is willing to call people to help fill vacancies. Kay suggested she would contact two members that came to mind if that is what the group wants.</p> <p>Judy: suggested to contact the two members that Kay suggested.</p>	<p>Ellen: asked for each trustee to review the membership list and identify people that we think are interested in filling the vacancies. Deadline for February 17th to identify members if no one is interested we will announce vacancies at the meeting.</p>
Role of NJBC interns	John: will follow up with Mary Turbek to follow-up about the description for new intern description.	
Membership fee and donation to US Breastfeeding Committee	Tabled	
Parking lot for next meeting: --Directors and Officers Liability insurance	Ellen: Suggested the coalition should consider obtaining liability insurance as we begin to take on more projects. Asked if you have connections to another organization that has this type of insurance to make contact with them and share any information with the trustees at the next meeting.	John: will provide insurance company contact information from another organization.
<b>Next General Meeting</b>	2/23/21	Ellen: will create a

		google doc for committee chairs to provide committee descriptions
<b>Meeting adjourned</b>		Adjourned at 5:00 pm