



Trustee Call
May 30, 2019
12:30-1:30 pm

Call- in info
888-363-4734
Access Code: 9510687#

Attendees:

Jessica Libove, Mary Turbek, Casi Leahy, Judy Schneider, Jill Wodnick, Kay O’Keefe, John Worobey, Ellen Maughan

Mary began the meeting at 12:35 with our mission statement.

1. Minutes:

Ellen S sent out the general meeting minutes. Kay sent some corrections to Ellen S and will send them to Mary. The minutes policy is that the secretary or note taker will send the minutes out to all the trustees who have 7 days to get back to the note taker with changes and comments. All on the call were in favor of this process. Then we need to have a consensus on the acceptance of the minutes. Casicurrently posts the minutes on the website but would like to show someone else how to do it. Mary will help after July 1 when she retires from the State.

We discussed having the same process for the trustee meeting minutes as for the general meeting minutes. We can have a policy on this even if it it’s not in our by-laws. We agreed that we would like to have transparency even on the trustee part of the website. In general meeting minutes,we don’t have to identify who is saying what, we can just talk about the general topics of the meeting. It doesn’t have to be word for word. The minute takers should always bear in mind that general meeting minutes are public so we only identify specific speakers except if it relates to “shout outs” or volunteers for particular tasks. We will makes sure to tell meeting attendees that certain items that they volunteer for will be going in the minutes. All are in favor of this change.

2. Membership Policy:

Kay wanted to discuss the most recent membership policy. She plans to take the policy she drafted to write up officially. Specific concerns were raised about how to encourage people to fill out the membership form online so we can better grasp our membership demographics. Membership forms

should be filled out annually but since this past October, very few of our members have actually filled out the online form and we have only had 7 donations since we changed the membership fee in January. We need to emphasize the importance of donations moving forward, and also make sure the membership form has been updated.

Mary will compare the membership policy some of the trustees voted on in a mini-meeting before our last general meeting with the policy Kay sent out on the day of the trustee call. We can then vote on this before our next meeting. Ellen M raised the issue of whether the vote complied with our by-laws. The details of the vote should be in the trustee minutes so we can compare the two versions and have another vote.

Casiremind the trustees that although we discussed the revised membership policy at our general meeting, we haven't advertised or pushed it since the policy is in flux. This is also the reason we have so few completed membership forms online. The need to fill these out hasn't been communicated yet because we really need to update that form.

Ellen M offered to change the language in the by-laws to reflect our new membership policy.

3. NJDOH State Strategic Plan Grant and Press release:

EllenM updated the group on all the news about the Strategic BF plan. The press release was finally approved and released. It included quotes from different organizations, specifically the First Lady's Nurture NJ program. Ellen M is working right now on reaching out to stakeholders and organizing the focus groups. There will 10 focus groups held around the state: 3 in the North, 3 in the South, 3 in Central Jersey and one fathers' group. The goal is to get 8-12 participants per group to discuss opportunities and barriers related to breastfeeding. WIC and area clinics and hospitals will be helping with the recruiting. There will be training for group facilitators, some of whom may be WIC PCs.

EllenM also met with the NJ Chapter of the AAP, the AAPNJ. They will help distribute a 10 question survey for pediatricians. Drafts of the pediatrician survey, as well as one for nurses and OBs are being finalized. Ellen M is working on further channels for distribution. She feels there is a lot momentum for the project, especially with the collaboration with all of Healthy Women Healthy Families grant work. She is reaching out to new people every day and getting exciting input. She plans to post the press release on our website so that Judy can post it on our Facebook page. It's already up on the CJFHC and DOH websites.

4. USBC

Mary will work on the membership list to update demographics when she has more time after July, but she may need help changing the form. Casi will help. We should be working on any changes we want and send them to Casi in electronic form. Before the next meeting on June 20, we can reach out to our members about our new policies.

Can we fund additional people from the NJBC to attend the membership meeting before the USBC conference? Casi and Ellen M signed up to attend and are not expecting reimbursement. Vikki Nizin may also be going to that meeting because she is already attending the legislative action day. According to Kay, we are already paying about \$700 for conference attendance as of right now. Nashita Crafton from the Southern Jersey Perinatal Alliance would like to go and it is proposed that we should offer to pay for

her to go to the membership meeting even though she didn't get the grant for the conference. It costs \$55 if individual attendance, and \$75 if your organization is helping you cover costs. We should assume we will pay the \$75 to cover her. All are in favor. Because it does require another night's stay, Ellen M will offer space in her hotel room. Kay will email Nashita and suggest that she pay upfront and submit the bills.

Mary requested to go through the USBC Survey that we need to complete by the 31st. We need to choose in which category our organization falls, "core, involved, supportive or peripheral." Everyone agrees the categories are subjective and we should show that we are at least interested in a lot of these issues.

Topic Areas and Categories:

1. Supportive (Zipmilk)
2. Supportive but peripheral
3. Involved
4. Core
5. Peripheral
6. Peripheral
7. Supportive
8. Involved (Zipmilk)
9. Peripheral
10. Peripheral
12. Involved
13. Involved
14. Involved/supportive
15. Peripheral
16. Peripheral or supportive
17. Peripheral
18. Peripheral
19. Peripheral
20. Supportive

Emergency Preparedness- Supportive

Lactation Support for incarceration- Peripheral

Legislative Policy- Core/Involved

Truth in Marketing- Peripheral

Mary and Kay will complete the rest offline.

5. Chocolate milk

We have been chosen as a screener for "Chocolate Milk" thanks to Ellen M's work. (Ellen M has been invaluable in kindly reminding Mary about what she is supposed to be doing for NJBC issues.)

There is no cost involved in the screening. As of now we have collaborations with Essex County Chocolate Milk Café as well as one in East Orange that Vikki Nizin will be launching. We are trying to work out how best to partner on this. Lakeisha (Takeisha?) Miller wants our help finding a place to screen it. It needs to be a free site with ample parking. Nashita Crafton in Camden will also screen it down there. Jessica would like to screen it in Trenton but needs to have more details to discuss with the clinic director and CHS management. To screen, we just need a large room with internet access and a big white wall to project as if we were doing a power point. To host we need to decide who our target

audience is so that the marketing is geared toward them. This requires time. It's not something that we can throw together. Casi proposes that we should use our online marketing and word of mouth channels to help market the screenings all over the State. (John signs off from the call). Through our distribution lists, we could serve as a marketing tool for sites that are having a showing. We should try to open it up to all our members who can host events to reach as many people as possible.

There are questions about whether our role is to support Nastassia Davis or Nakiita, or to do a showing on our own? Do we have a target audience? Are there spots that are uncovered that we should cover? The logistics were unclear from the distributors, but they didn't realize how much interest there would be. There is confusion about who has spoken to whom etc. and who has applied to screen. We decide that we should try to help distribute the movie as widely as possible through all the channels that we have. We can also possibly help fund snacks or food for events such as this.

6. Financial:

Kay and Mary will work on the audit of our financial records and bank accounts, Paypal etc. We have about \$2700 in our checking account. Kay will get a price estimate on the laminated Zipmilk 8 x 10 posters that Casi has done to see if this is an expense we would like to take on.

The meeting adjourned at 1:42 pm.