## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2015-12-03** | | **Description: clock** | 1:00 am CT | | **Description: telephone** | Call Number: 1-712-832-8320  Meeting Code: 806603 | | **Description: monitor** |  | | | | | **Contact**: Committee Chair ⦁ Kristin Nottingham ⦁ 217 774 2105 ⦁ [knottingham@agvance.net](mailto:knottingham@agvance.net?subject=Communications%20Committee)  Committee Vice Chair ⦁ Natasha Lilly  **Description: users1 Attendees**   |  |  | | --- | --- | | **[X]** Kristin Nottingham\* (SSI - Chair)  **[ ]** Andriana Majarian\* (Agrian)  **[X]** Natasha Lilly\* (Effingham Equity)=  **[ ]** Dave Craft\*(SSI - AR)  **[ ]** Melinda Sposari\* (Fertilizer Institute) | **[ ]** Victoria Peoples\* (Bayer – CPC)  **[X]** Susan Ruland\* (AgGateway)  **[X]** Brandon Olstad\* (Claas)=  **[X]** Jody Costa (Barcoding, Inc.)  **[ ]** Shane Snyder (Barcoding, Inc.)  **[X]** James Nolfo(BASF)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Kristin Nottingham | | |  | | |
| 1. Antitrust Guidelines | | Kristin Nottingham | | | All Agreed. | | |
| 1. Approval of Prior Meeting Minutes from 11/11/15 | | Kristin Nottingham | | | Natasha Approved. J Seconded. | | |
| 1. Review Action Items | | Kristin Nottingham | | |  | | |
| 1. Newsletter Planning – January/February | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, January 12 |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Wendy Smith | | AgGateway Global Network | Rod Conner | | New Member Articles | Natasha Lilly | | AGIIS | Chris Crutchfield / Josh Wall | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Brandon Olstad | | AIDC Working Group | Jody Costa | | Board of Directors | Susan Ruland | | Emerging Technologies (Allied Providers) | Jody Costa | | | |
| 1. Newsletter Planning – March | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, February 16 |  | | Title/Subject | Author | |  |  | | New Member Articles | Natasha Lilly | | AGIIS | Chris Crutchfield / Josh Wall | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Brandon Olstad | | AIDC Working Group | Jody Costa | | Capabilities Matrix | TBD | | | |
| 1. Marketing Plan | | Susan Ruland | | | * Press Release for Enabled By Logo Program * Still working on 2016 Plan * Press Release for Board of Directors   + Confirm Committee Chairs and Vice Chairs | | |
| 1. Committee Plan | | Kristin Nottingham | | | * Discussed Mission and Goals for 2016 * Kristin is going to reach out to the Council Chairs every 2 months to see if they have any news to share in the newsletter or social media   + Start with Crop Nutrition * Kristin is going to add the information we discussed to the Mission and Goals * Susan thought we could make a focus in 2016 to try to expand our outreach lists | | |
| 1. Social Media  Google Analytics | | Jody Costa | | | Nothing to report | | |
| 1. New Business Committee Assignments | | Kristin Nottingham | | | Committee Positions –  Welcome James (J) Nolfo, newest member of the Communications Committee!  Vice Chair – J Nolfo  Newsletter Manager – Kristin Nottingham  Council Members – Do we have members from each council?   * Kristin Nottingham – No council * Andriana Majarian - ? * Natasha Lilly – Seed Council, Ag Retail Council * Dave Craft – Allied Providers Council * Melinda Sposari - ? * Victoria Peoples – Specialty Chemical Council, Crop Protection Council * Susan Ruland – No council * Brandon Olstad – Precision Ag Council, SPADE Group, SPADE Communications Task Force * Jody Costa – Allied Providers Council * Shane Snyder – Allied Providers Council * J Nolfo – Specialty Chemical Council | | |
| 1. Other Discussion Items | | Kristin  Nottingham | | | * Do we need a wiki?   + Kristin is contacting Member Services to add J to the Communications Committee. If he feels we could do with a wiki site after looking at our Working Group area, we can look into a wiki for our committee. | | |
| 1. Council Reporting Points | | Kristin Nottingham | | | * If anyone has anything to add to the newsletter or social media, let the committee know. | | |
| 1. Upcoming Meetings | |  | | | **Next Meeting – Thursday, January 7 @ 2pm ET** | | |

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| **Active Action Items List as of 11/11/15** | | |
| **Accountable** | **Action** | **Status** |
| Susan | Reach out to Mike Carabine about the Crop Nutrition Article | *Find way to touch base with various councils. Kristin is going to get the contact list for each council and reach out every 2 months. Complete.* |
| Susan | Find a location for the Allied Providers Matrix on the AgGateway website | *Susan has given some thought to this as well as a few new programs coming out. Nothing set in stone yet. In process. Susan is cleaning up the website.* |
| Andriana | Inquire about ADAPT for October eNews | *Susan is putting together press releases for ADAPT, but need to get more input from companies. This should be ready soon. Complete.* |
| Kristin | Finalize Committee Plan and send to committee. | *Make changes to the Mission and Goals and send to Member Services. Complete.* |
| Jody | Look into trendy tweets for social media – what are people tweeting about? | *Still in progress.* |
| Susan | Events Calendar. | *Including as part of Susan’s 2016 Plan.* |
| Kristin | Reach out to new attendees. | *Courtney McNeese is supposed to send the contact list.* |
| Kristin | Send email to Natasha and J about Chair and Vice Chair change. |  |
| Kristin | Send email to Member Services to add J and Natasha to the website and as the Chair and Vice Chair | *Sent email on 12/03.* |
| Kristin | Check with Member Services about call in number. | *Sent email on 12/03.* |

Note Taker Schedule:

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| --- | --- |
| **Meeting Date** | **Note Taker** |
| ~~08-Jan~~ | ~~Kristin~~ |
| ~~05-Feb~~ | ~~Andriana~~ |
| ~~12-Mar~~ | ~~Kristin~~ |
| ~~09-Apr~~ | ~~Brandon~~ |
| ~~07-May~~ | ~~Melinda~~ |
| ~~04-Jun~~ | ~~Kristin~~ |
| ~~02-Jul~~ | ~~Kristin~~ |
| ~~10-Aug~~ | ~~Victoria~~ |
| ~~03-Sep~~ | ~~Susan~~ |
| ~~01-Oct~~ | ~~Kristin~~ |
| ~~11-Nov~~ | ~~Natasha~~ |
| ~~03-Dec~~ | ~~Kristin~~ |

Social Media Calendar:

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| --- | --- |
| Week | Poster |
| 12/07 | Jody |
| 12/14 | Andriana |
| 12/21 | Susan |
| 12/28 | Brandon |
| 1/4 | Natasha |
| 1/11 | Kristin |
| 1/18 | Jody |
| 1/25 | Andriana |
| 2/1 | Susan |
| 2/8 | Brandon |
| 2/15 | Natasha |
| 2/22 | Kristin |