##  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: 1-712-832-8320Meeting Code: 806603 |
| **Description: monitor** |  |

 | **Contact**: Committee Chair ⦁ Kristin Nottingham ⦁ 217 774 2105 ⦁ knottingham@agvance.netCommittee Vice Chair ⦁ Natasha Lilly**Description: users1 Attendees**

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| --- | --- |
| **[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) |

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| **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
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| **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 |

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| 1. Newsletter Planning – March
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| **AgGateway Newsletter Articles** |  |
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| 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 |

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| 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 BusinessCommittee Assignments
 | Kristin Nottingham | Committee Positions – Welcome James (J) Nolfo, newest member of the Communications Committee! Vice Chair – J NolfoNewsletter Manager – Kristin NottinghamCouncil 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 |