## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2015-03-12** | | **Description: clock** | 2:00 pm ET | | **Description: telephone** | Call Number: 1-619-326-2730  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 ⦁  **Description: users1 Attendees**   |  |  | | --- | --- | | **[X]** Kristin Nottingham\* (SSI - Chair)  **[X]** Andriana Majarian\* (Agrian)  **[ ]** Natasha Lilly\* (Effingham Equity)=  **[ ]** Dave Craft\*(SSI - AR)  **[X]** Melinda Giesler\* (Fertilizer Institute) | **[ ]** Victoria Peoples\* (Bayer – CPC)  **[X]** Susan Ruland\* (AgGateway)  **[ ]** Brandon Olstad\* (Claas)=  **[X]** Jody Costa (Barcoding, Inc.)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Kristin Nottingham | | |  | | |
| 1. Antitrust Guidelines | | Kristin Nottingham | | | Everyone agreed | | |
| 1. Approval of Prior Meeting Minutes from 02/05/14 | | Kristin Nottingham | | | Jody Costa approved; Andriana Majarian seconded. | | |
| 1. Review Action Items from last meeting | | Kristin Nottingham | | | Kristin reviewed the Action Items from last meeting. All were approved. | | |
| 1. Newsletter Planning – April | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday, March 20 |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Wendy Smith | | 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 | | Mid-Year Meeting | Mid-Year Committee - Kristin | | Gateway to Ag Careers | Kristin Nottingham | | | |
| 1. Newsletter Planning – May | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday, April 17 |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Wendy Smith | | New Member Articles | Natasha Lilly | | AGIIS | Chris Crutchfield / Josh Wall | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Brandon Olstad | | Mid-Year Meeting | Mid-Year Committee | | GTAC Article | Kristin Nottingham | | AIDC Working Group | Jody Costa | | | |
| 1. Marketing Plan – Verification Process and AgGateway’s 10 Year Anniversary | | Susan Ruland | | | Marketing Plan - Susan is putting together a fact sheet on AGIIS to get people more familiar with what it is they do. In April, we may have a communication about AGIIS.  Susan is continuing to work on the Communications Kit.  Susan is working on the Mid-Year Meeting Promotion.  Susan is working on a brochure.  Mentoring Process - Christin Dingman talked with Marilyn Hunter about the mentoring program for the conference. Susan told her the Communications Committee can assist with any communications needed.  10 Year Anniversary – Susan is hoping to get volunteers. Doesn’t want to spend a lot of time looking back, maybe show a little, such as accomplishments and awards, but would rather spend time looking forward, or how the past has helped get us to what we are accomplishing now and in the future. Hoping to get something for the front page of the website – a graphic of some sort, maybe a 10 Year Anniversary logo. This could also go on the brochure being made and any communications. Other ideas include identifying the members/member companies that have been active since the beginning, timeline of significant events, giving a promotional item at the conference, every member of AgGateway do 10 of something to keep with the theme of 10, at the conference, have the first 10 companies take the newest 10 companies out for supper, display the top 10 accomplishes in the past 10 years and then move on to the future of AgGateway. | | |
| 1. Other discussion items – Social Media | | Kristin  Nottingham | | | Discussed the possibility of adding an account with Twitter and if we should be on Twitter. Jody is going to put together a Social Media Calendar for the rest of the committee. We discussed using this to plan for other Social Media communications on LinkedIn and possibly Twitter. | | |
| 1. New Business   Committee Assignments | | Kristin Nottingham | | | Committee Positions –  Vice Chair position – Open | | |
| 1. Upcoming Meetings | |  | | | **Next Meeting – Thursday, April 9 @ 2pm ET** | | |

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| **Active Action Items List as of 03/12/15** | | |
| **Accountable** | **Action** | **Status** |
| Susan | Reach out to Wendy about possibly having Brent Kemp write a newsletter article if she is busy or needs extra help |  |
| Jody | Send examples of infographs to Susan |  |
| Jody | Share Social Media calendar with the rest of the committee |  |
| Kristin | Add Social Media Discussion to the next meeting agenda for Jody to lead | *Complete* |

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 | Dave |
| 02-Jul | Kristin |
| 06-Aug | Victoria |
| 03-Sep | Susan |
| 01-Oct | Sarah |
| 05-Nov | Natasha |
| 03-Dec | Kristin |