## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2015-04-09** | | **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)  **[X]** Natasha Lilly\* (Effingham Equity)=  **[X]** Dave Craft\*(SSI - AR)  **[X]** Melinda Sposari\* (Fertilizer Institute) | **[X]** Victoria Peoples\* (Bayer – CPC)  **[X]** Susan Ruland\* (AgGateway)  **[X]** Brandon Olstad\* (Claas)=  **[ ]** Jody Costa (Barcoding, Inc.)  (\*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 03/12/15 | | Kristin Nottingham | | | Andriana moved to approve. Dave seconds approval. | | |
| 1. Review Action Items from last meeting | | Kristin Nottingham | | | CEO article every other month.  Jody reminder on infographs.  Social media calendar complete. | | |
| 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 | | Business Processes | Jim Wilson | | Adding Members to Newsletter | Andriana | | | |
| 1. Newsletter Planning – June | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday, May 22 |  | | Title/Subject | Author | |  |  | | AgGateway Global Possibility TBD | Rod Conner | | eConnectivity Matters TBD | 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 | | Business Processes | Jim Wilson | | | |
| 1. Marketing Plan | | Susan Ruland | | | Continuing work on website. Working with Mary (web master) to pull out more content. Communications Kit under “About Us” to do some fun things with that page. New template for FAQ sheets to get all styles in the same family. Working to pull out content from Newsletter and place at other locations on the website. MYM registration to trigger promo activity. Downloadable PDF from event site – waiting on content before moving forward. Allied providers’ logo in discussion, waiting on proposal. | | |
| 1. AgGateway’s 10 Year Anniversary | | Susan Ruland | | | Working on graphic. Open to more ideas. | | |
| 1. Social Media – Social Calendar | | Jody Costa | | | Kristin went over the Social Media calendar information that Jody sent.  The group really liked this idea, and is ready to begin adding content.  Will start with the newsletter and the individual articles.  LinkedIn current social media platform.  Twitter – smaller messages.  Google+ - future potential.  Hootsuite – centralized social media manager. Eliminates daily login and is a free planner.  Could open to more than just communications committee – ask other committees for information they would like to add.  Susan would like to use before MYM to promote at MYM to gain more support. Says, “let’s go”! | | |
| 1. Other Discussion Items | | Kristin  Nottingham | | | Dave – question - I have been dropped from the Newsletter randomly. Others on the committee have also stopped receiving it. Susan to address with MemberServices. ProTech supplier has had list issues. | | |
| 1. New Business   Committee Assignments | | Kristin Nottingham | | | Committee Positions –  Vice Chair position – Open | | |
| 1. Upcoming Meetings | |  | | | **Next Meeting – Thursday, May 7 @ 2pm ET** | | |

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| **Active Action Items List as of 04/09/15** | | |
| **Accountable** | **Action** | **Status** |
| Kristin | Remind Jody to send examples of infographs to Susan |  |
| Susan | Looking into Member Services – why aren’t people receiving newsletters? Do we need to make this an option on each person’s profile to receive the newsletter? |  |
| Andriana | Send Susan the blurb for the April Newsletter about if others wish to receive the newsletter, contact Member Services. | *Complete* |
| Kristin | Schedule time to visit with others about Hootsuite and begin adding content for LinkedIn and Twitter. |  |
| All | If anyone is interested in helping with the Hootsuite and getting content to Social Media, let Kristin know |  |

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 |