## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2015-05-07** | | **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)=  **[ ]** Dave Craft\*(SSI - AR)  **[x]** Melinda Sposari\* (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 | | | All agreed | | |
| 1. Approval of Prior Meeting Minutes from 04/09/15 | | Kristin Nottingham | | | Andriana – motioned, Jody – second, All approved | | |
| 1. Review Action Items from last meeting | | Kristin Nottingham | | | All action items are complete | | |
| 1. Newsletter Planning – June | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, May 19 |  | | 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 | | Social Media – Include #AgGateway15 | Kristin Nottingham | | | |
| 1. Newsletter Planning – July | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday, June 19 |  | | 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 | | Ron Storms Award Information | Andriana Majarian | | | |
| 1. Marketing Plan | | Susan Ruland | | | * A few press releases in the works * SPADE looking to launch SPADE3, wanting flyers & press release * Meri working on flyers for Communications Kit page | | |
| 1. AgGateway’s 10 Year Anniversary | | Susan Ruland | | | * Susan sent 10-year anniversary logo to committee members * At MYM - Shooting video to use at annual meeting – ideas include asking a question and having members answer – possibly setting up in a corner for people – may send questions prior to the meeting * At MYM – Wendy is talking about 10 year at General Session * At MYM - Logo included on the presentation template * At MYM - Videographer one day at the meeting * At MYM - More of a keep an eye out for next meeting – celebration at Annual | | |
| 1. Social Media – Social Calendar | | Jody Costa | | | * Launched on Twitter & Google+ in addition to LinkedIn & Facebook * Suggest using Google Analytics to quantify if we are gaining traffic on AGW website due to social engagement * Recommends committee members to ‘like’ AGW posts on-going * Jody, Andriana, Susan, Natasha, and Kristin are taking turns on a weekly basis to post and monitor Hootsuite – which is where we are posting messages for all the social media platforms. * Want more people to get involved – therefore the 4 different platforms should reach many people * #AgGateway15 is being used for both MYM and Annual meeting | | |
| 1. Other Discussion Items | | Kristin  Nottingham | | | * Susan discussed communicating about the social media platforms at the MYM * May have Wendy mention something in her general session * Jody is putting together bullet points for everyone on Communications Committee to discuss in sessions at MYM * Discussed including #AgGateway15 on back of nametags or handouts | | |
| 1. New Business   Committee Assignments | | Kristin Nottingham | | | Committee Positions –  Vice Chair position – Open | | |
| 1. Upcoming Meetings | |  | | | **Next Meeting – At the Mid-Year Meeting - Wednesday, June 10, 2015 at 1:30 – 3:30pm CT** | | |

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| **Active Action Items List as of 05/07/15** | | |
| **Accountable** | **Action** | **Status** |
| Kristin | Remind Jody to send examples of infographs to Susan | *Reached out to on 05/07/2015**– Jody sent infographs to Susan – Complete* |
| 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? | *Susan: working to remedy bugs due to assoc. mngt company – If anyone has trouble receiving the June newsletter, may want to ping Meri with Member Services* |
| 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. | *We had a call 04/20/2015 to discuss the Social Media Calendar and taking the first steps to begin Hootsuite. Another call on 05/06/2015 to discuss more about Hootsuite – Jody explained what she had done so far and what our next steps should be. - Complete* |
| All | If anyone is interested in helping with the Hootsuite and getting content to Social Media, let Kristin know | *Jody, Andriana, Susan, Natasha, and Kristin are all working on Hootsuite and taking turns uploading content. - Complete* |
| Susan | Inquire with Rod & Wendy regarding articles to include in June Newsletter |  |
| Andriana | AGW in the News Article – thank Syngenta for including SPADE in their publication – June newsletter |  |
| Kristin | Send request for June newsletter articles due May 19 |  |
| MYM Committee | Draft MYM recap article to include: 1. Thank sponsors, 2. Winfield Tour, 3. # of attendees (value of networking face-to-face with peers in industry) – July newsletter |  |
| Andriana | Propose timeline for Ron Storms award & communication to Susan – July newsletter |  |
| All members on Social Media | ‘Like’ AGW’s posts – *ongoing* |  |
| Jody | Develop talking points on social media efforts for communication committee members to share during other council meetings – *deadline May 14* |  |
| All Members | Share social media talking points during other council meetings at MYM |  |
| Susan | Inquire about including #AgGateway15 on signage, nametags, and on the conference app |  |
| Kristin | Send new meeting invite showing next committee meeting will take place at MYM in Iowa |  |

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