##  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: 1-619-326-2730Meeting Code: 806603 |
| **Description: monitor** |  |

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

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| **[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) |

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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 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

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| **AgGateway Newsletter Articles** |  |
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| Due Date: Tuesday, May 19 |  |
| Title/Subject | Author |
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| 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 |

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| 1. Newsletter Planning – July
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| **AgGateway Newsletter Articles** |  |
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| eConnectivity Matters | Wendy Smith |
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| AgGateway In The News | Andriana Majarian |
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| Mid-Year Meeting | Mid-Year Committee |
| GTAC Article | Kristin Nottingham |
| AIDC Working Group | Jody Costa |
| Ron Storms Award Information | Andriana Majarian |

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| 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
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| 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
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| 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
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| 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 |