## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2015-07-01** | | **Description: clock** | 2:00 pm ET | | **Description: telephone** | Call Number: 1-712-832-8320  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) | **[ ]** Victoria Peoples\* (Bayer – CPC)  **[X]** Susan Ruland\* (AgGateway)  **[X]** Brandon Olstad\* (Claas)=  **[ ]** Jody Costa (Barcoding, Inc.)  **[ ]** Shane Snyder (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 06/10/15 | | Kristin Nottingham | | | Andriana motioned to approve. Brandon seconded. | | |
| 1. Review Action Items | | Kristin Nottingham | | | Went through Action Items, most are complete. | | |
| 1. Newsletter Planning – August | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, July 14 |  | | 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 | | GTAC Article | Kristin Nottingham | | AIDC Working Group | Jody Costa | | Ron Storms Award | Andriana Majarian | | Annual Conference | Conference Committee | | SPADE Article | Susan Ruland | | eAgriculture Innovation Showcase Submissions | Susan Ruland | | Enabled By – Branding Program | Susan Ruland | | | |
| 1. Newsletter Planning - September | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, August 18 |  | | 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 | | GTAC Article | Kristin Nottingham | | AIDC Working Group | Jody Costa | | Ron Storms Award | Andriana Majarian | | Enabled By – Branding Program | Susan Ruland | | | |
| 1. Marketing Plan | | Susan Ruland | | | * In the process of rolling out eAgriculture Innovation Showcase Awards, and other award programs. Making sure everything is ready for the Annual Conference. * SPADE article Press Release * ZimCom New Media Communications (Chuck Zimmerman) would like to have coverage of the Annual Conference. Susan is looking into the budget for this and trying to negotiate. * Staff is working on 2016-2018 Strategic Objectives. * The Enabled By – Branding Program has been approved by management team. Will start promoting in next few weeks. * Almost to the 3rd wave of Awareness research. Hopefully, AgGateway awareness is improving, hoping Social Media has helped. * Kristin asked if we have a true Marketing Plan with goals and objectives for our committee. Susan said we do with the Marketing Plan she puts together, but next meeting, we can add an agenda item to discuss our goals and objectives and put a plan together that the committee can see. | | |
| 1. AgGateway’s 10 Year Anniversary | | Susan Ruland | | | * Working on educational material, such as achievements the past 10 years. * Susan had conversation with Courtney about the Annual Conference, making sure there is 10 year material, ideas include a cake with the logo, napkins with logo, a promotional item with the logo, but we do not yet have a sponsor for this, and possibly a reception. One of the receptions already taking place may be recast as a 10 Year Anniversary Reception. | | |
| 1. Social Media | | Jody Costa | | | Hootsuite is charging for a training, so Jody is going to do the training herself.  The Social Media Task Force should all be setup and ready to go for their weeks. | | |
| 1. Other Discussion Items | | Kristin  Nottingham | | | No new discussions. | | |
| 1. New Business   Committee Assignments | | Kristin Nottingham | | | Committee Positions –  Vice Chair position – Natasha Lilly, Effingham Equity | | |
| 1. Upcoming Meetings | |  | | | **Next Meeting – Monday, August 10 @ 2pm ET** | | |

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| **Active Action Items List as of 07/01/15** | | |
| **Accountable** | **Action** | **Status** |
| 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 | *Also include a Save the Date. Complete.* |
| All members on Social Media | ‘Like’ AGW’s posts – *ongoing* | *Complete / Ongoing.* |
| Susan / Melinda | Reach out to Mike Carabine about the Crop Nutrition Article | *Melinda reached out to Mike, we may push this off.* |
| 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 | When is a good time for a press release for the CART and WAVE initiatives | *This falls under SPADE 3. Susan is talking to Jim Wilson about getting a press release. Brandon is also going to help with this.* |
| Andriana | Inquire about ADAPT for October eNews | *In process.* |
| Susan | Reach out and ask about an article for Seed Connectivity 2 | *In process.* |
| Susan | Send invite to Brandon to join the Social Media Task Force | *Complete.* |
| Jody | Send Brandon credentials for Social Media Task Force | *Kristin will reach out to Jody to send the credentials to Brandon.* |
| Susan | Talk to Brent about discussion groups in LinkedIn or Yammer – do we even want to get into Yammer? | *Susan has had 2 conversations with Brent letting him know we do not need to use Yammer. This is in progress.* |
| Jody | Create schedule for Social Media Task Force | *Complete.* |
| Kristin | Reach out to Membership Committee about what AgGateway is and how to spread the word to new and existing members about the different committees and councils. | *Complete.* |
| Kristin | Send description of different roles to the Committee. | *Complete.* |
| Susan | Susan is going to reach out to Wendy about getting more Board members to participate in the Leadership Profile article. If anyone else thinks of people for this, send Brandon email. |  |
| Susan | Check with Wendy about article for August newsletter. |  |

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