## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2015-08-10** | | **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)  **[ ]** Andriana Majarian\* (Agrian)  **[ ]** Natasha Lilly\* (Effingham Equity)=  **[ ]** Dave Craft\*(SSI - AR)  **[ ]** Melinda Sposari\* (Fertilizer Institute) | **[X]** Victoria Peoples\* (Bayer – CPC)  **[X]** Susan Ruland\* (AgGateway)  **[ ]** Brandon Olstad\* (Claas)=  **[X]** Jody Costa (Barcoding, Inc.)  **[ ]** Shane Snyder (Barcoding, Inc.)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Kristin Nottingham | | | Victoria Peoples | | |
| 1. Antitrust Guidelines | | Kristin Nottingham | | | All Agreed. | | |
| 1. Approval of Prior Meeting Minutes from 07/01/15 | | Kristin Nottingham | | | Susan motioned to approve. Victoria seconded… all approved. | | |
| 1. Review Action Items | | Kristin Nottingham | | | Went through Action Items, all are accounted for. | | |
| 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 | | Annual Conference | Dennis Daggett | | Innovation Showcase | Susan Ruland | | Enabled By – Branding Program | Susan Ruland | | | |
| 1. Newsletter Planning - October | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, September 15 |  | | Title/Subject | Author | |  |  | | 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 | Dennis Daggett | | Innovation Showcase | Susan Ruland | | | |
| 1. Marketing Plan | | Susan Ruland | | | * Sent out SPADE Press Release. * InfoAg photos were added to Social Media and the Newsletter. * Communications Kit webpage has been updated and will be sending an eBlast in the next couple of weeks encouraging people to take a look and use these materials. * The Allied Providers Enabled By program is getting ready to launch. * Raising awareness of the many new programs and initiatives. * Discussion regarding the Strategic Plan for 2016 – 2018 – how to keep membership engaged and growing. A lot of good discussion going on. * Awareness survey – sending third and final wave out in the beginning of September. Results by mid-October. Susan will report this to the committee at the Annual Conference. | | |
| 1. Committee Plan | | Kristin Nottingham | | | Put on hold until September meeting. | | |
| 1. AgGateway’s 10 Year Anniversary | | Susan Ruland | | | No updates – will discuss in September meeting. | | |
| 1. Social Media | | Jody Costa | | | We continue to pick up followers. Would like to put analytics around this data. An idea was introduced to have a “role” to remind the member of the Social Media Task Force for whoever’s week it is to update Hootsuite. May add this to the Vice Chair role. | | |
| 1. Other Discussion Items | | Kristin  Nottingham | | | No updates. | | |
| 1. Council Reporting Points | | Kristin Nottingham | | | * Remind members to look at the Summer deadline reminders in the August Newsletter. * Make sure people are going to the AgGateway Social Media pages and “liking” and/or commenting on the posts * Send any ideas for the newsletter or Social Media. | | |
| 1. Upcoming Meetings | |  | | | **Next Meeting – Thursday, September 3 @ 2pm ET** | | |

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| **Active Action Items List as of 07/01/15** | | |
| **Accountable** | **Action** | **Status** |
| 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. Melinda said they may not be ready. Susan is asking Marilyn if there is any news. On hold.* |
| 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.* |
| Andriana | Inquire about ADAPT for October eNews | *In process.* |
| Susan | Reach out and ask about an article for Seed Connectivity 2 | *In process.* |
| Susan | Susan is going to review Leadership Profile list and get Wendy’s help when needed. | *Susan is going to help Brandon ping those people.* |
| Susan | Check with Jim Wilson about analytics tool to track the website |  |
| Kristin | Reach out to Natasha about adding the role of reminding the Social Media Task Force whose week I t is to update Hootsuite to the Vice Chair position. |  |

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~~ |
| ~~10-Aug~~ | ~~Victoria~~ |
| 03-Sep | Susan |
| 01-Oct | Dave |
| 05-Nov | Natasha |
| 03-Dec | Kristin |