##  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: 1-712-832-8320Meeting 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)**[ ]** 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) |

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| **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
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| **AgGateway Newsletter Articles** |  |
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| Due Date: Tuesday, August 18 |  |
| Title/Subject | Author |
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| 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 |

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| 1. Newsletter Planning - October
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| **AgGateway Newsletter Articles** |  |
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| Due Date: Tuesday, September 15 |  |
| Title/Subject | Author |
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| 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 |
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| Innovation Showcase | Susan Ruland |

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| 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.
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| 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.
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| 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 |