## Description: AG_logo.gif M & C Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2013-02-01** | | **Description: clock** | 11:00 am EDT  ⦁ 1 hour | | **Description: telephone** | **Dial In #: 1-218-936-7999 Meeting ID: 806603** | | **Description: monitor** | |  |  | | --- | --- | |  |  | | | | | | **Contact**: M&C Committee Chair ⦁ Nancy Appelquist ⦁ 845 544-1985 ⦁ [Nappelquist@entira.net](mailto:Nappelquist@entira.net)  M&C Committee Vice Chair ⦁ Andriana Doukas ⦁ [559 492-5510](tel:559.492.5510) ⦁  [andriana@agrian.com](mailto:andriana@agrian.com)  **Description: users1 Attendees**   |  |  | | --- | --- | | **[**X**]** Nancy Appelquist \*(Entira)  **[**X**]** Andriana Doukas\* (Agrian)  **[**X**]** Lorie Gasso\* (CSC/AgGateway)  **[**X**]** Meri Kotlas (AgGateway) | **[**X**]** Sara Novak\* (AFIA)  **[-]** Victoria Peoples\* (Bayer CropScience)  **[-]** Marcia Rhodus\* (Monsanto Co)  **[**X**]** Susan Ruland \*(AgGateway)  **[**-**]** Wendy Smith\*\* (AgGateway)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** | **Minutes** | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Nancy Appelquist | | | *Lorie Gasso* | | |
| 1. AgGateway Antitrust Policy | | |  | | --- | | *All agreed to abide to the policy* | | | |
| 1. Approval of Prior Meeting Minutes from 1/11/13 | | *Per Susan -Attendee list seemed to only include the attendees. No attendee check marks****. ACTION:*** *Nancy will make correction and post them to the website.*  *MSA Lorie/Susan* | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | |  | | |

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| 1. Newsletter Planning - current | Nancy Appelquist | |  |  | | --- | --- | | Due Date: Friday February 15 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | *2013 New initiative regarding awards promotion. Donna Skene may be able to assist (Innovation Technology)* | Susan Ruland | | Project Update - CPCC | Marilyn Hunter | | Ag Retail Council Article (Create 3 questions for each council to answer in their article. 1. Describe major goal for 2013. 2. In what projects/initiatives are you involved. 3. Value their council provides to members or to AgGateway | Randy Beard | | Tonnage Report | Marilyn Hunter | | Mid Year Meeting | Pam Wilson, AGDATA | | Onboarding Presentation announcement | Andriana Doukas | |
| 1. Newsletter Planning - next | Nancy Appelquist | |  |  | | --- | --- | | Due Date: Friday March 15 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | Allied Providers Council Article | Charlie Nuzzolo | | Irrigation group within Precision Ag | Andreas /Tim Piper | | Mid Year Meeting | Pam Wilson, AGDATA | | Customer Relationship Management | Nancy Appelquist | |
| 1. On Boarding | Susan Ruland | * Include Existing Standards and Guidelines to the “Quick background on AgGateway” section * Make sure invitation specifies the correct amount of time 60 or 90 minutes as needed * Ask each attending individual which committee & councils they are interested in joining * Announcement to be included in Feb Newsletter |
| 1. Marketing Calendar | Marcia Rhodus | Marcia not in attendance |
| 1. AgGateway Communications & Marketing | Susan Ruland | *Review future plans for MCC committee*  *Review 2013 communications plan*  *There’s been some concern about the growing workload and goals for Communications and Membership, so the staff has been discussing the option of splitting the M&C committee into two, so that there would be a distinct Membership Committee and Communications Committee. Everyone currently on the M&C Committee would be encouraged to continue in their valuable role as part of the Communications Committee; staff and the board have thoughts on folks to recruit for the Membership Committee. Of course, people can go where their interests lie. The Communications Committee would undertake the work laid out in the new communications plan (to be discussed in detail in March). Obviously some of this work directly supports membership efforts, in addition to overall AgGateway promotion. Comments from this M&C meeting on this proposal of creating two committees will be forwarded to Wendy and Rod; the intent is that the “split” could be effective as early as next month.*  *Wendy & Rod want feedback so decision can be made later this month.*  *Presentation is not complete or prioritized. High level ideas.*  *Promotion of AGIIS as a part of AgGateway*  *Must Create and execute a benchmark survey in 2013* |
| 1. Review Current Council Sell Sheets | Susan Ruland | *Not Covered* |
| 1. Branding Guidelines | Susan Ruland | *Not Covered* |
| 1. Website Review | Dave Craft | *Not Covered* |
| 1. New Business | Nancy Appelquist | *2013 Objectives* |
| 1. Review New Action Items | Nancy Appelquist | Covered below |
| 1. Upcoming Meetings | Note Taker | ***Next meeting 3/1/2013 11:00 ~~PM~~ AM EDT (10:00 CT, 9:00 MT, 8:00 PT)*** |

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| **Active Action Items List as of 02/1/2013 New items in Bold font** | | |
| **Accountable** | **Action** | **Status** |
| Susan | Reviewing/editing council sell sheets and will provide feedback at the next meeting. | Assigned at 1/11 meeting *No update due to other priorities. Will review at the next meeting* |
| Wendy | Follow-up with Dave Craft regarding Branding Guidelines & Applied Standards logo usage. | Assigned at 1/11 meeting *Will review at the next meeting* |
| Wendy | Provide an update on the membership drive to Nancy for the newsletter. | Assigned at 1/11 meeting *Information in the news article being published in Jan/Feb newsletter* *- Completed* |
| Nancy | Send out a reminder to the authors for the newsletter. | Assigned at 1/11 meeting *– Completed* |
| Nancy | Provide Wendy a schedule list of council authors for the newsletter to be presented at the Board meeting | Assigned at 1/11 meeting *– Completed* |
| Wendy | Work with Meri to ensure council/committee chairs are listed correctly on the website | Assigned at 1/11 meeting Meri getting sporadic updates to the committees. Meri needs accurate list of Chair & Vice Cairs for council & committee |
| Andriana | Send invite to Wendy for the scheduled Onboarding conference call with Susan | Assigned at 1/11 meeting*- Completed* |
| **Nancy** | ***Make correction to last meeting minutes and post them to the website.*** | ***Assigned at 2/1/13 meeting*** |
| **Wendy** | ***Provide Meri with accurate/complete list of Chair & Vice Chairs for councils & committees including liaisons so AGW website can be updated correctly*** | ***Assigned at 2/1/13 meeting*** |
| **Nancy** | ***Send council chairs responsible for article an email each month with bullet points: 1. Describe major goal for 2013. 2. In what projects/initiatives are you involved. 3. Value their council provides to members or to AgGateway*** | ***Assigned at 2/1/13 meeting*** |
| **Nancy** | ***Ask Andreas /Tim Piper to write (or provide a recommendation for an author) article for March newsletter on Irrigation group within Precision Ag*** | ***Assigned at 2/1/13 meeting*** |
| **Nancy** | ***Ask Pam Wilson, AGDATA if she wants to write an article about the Mid-Year Meeting for Feb & March newsletters.*** | ***Assigned at 2/1/13 meeting*** |
| **Susan** | ***Create a presentation based on discussion of Onboarding Process Outline*** | ***Assigned at 2/1/13 meeting*** |
| **Susan** | ***Talk with Rod about who should present Onboarding Process presentation and when it should be held. Inform Andriana about decision so the information can be included in the article due 2/15*** | ***Assigned at 2/1/13 meeting*** |
| **Susan** | ***Write up a little information about the change from Membership & Communications into 2 separate committees to add to the meeting minutes*** | ***Assigned at 2/1/13 meeting*** |
| **Nancy** | ***Add to next meeting’s agenda:***   1. ***Create and execute a benchmark survey in 2013” to next agenda*** 2. ***Orientation pod cast because it’s turning out to be difficult to get quality*** 3. ***2013 Objectives*** |  |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker** |
| ~~11-Jan~~ | ~~Andriana~~ |
| ~~1-Feb~~ | ~~Lorie~~ |
| 1-Mar | Victoria |
| 5-Apr | Marcia |
| 4-May | Jessica |
| 7-Jun | Meri |
| 12-Jul | Sara |
| 2-Aug | Susan |
| 6-Sep | Dave |
| 4-Oct | Andriana |
| 1-Nov | Lorie |
| 6-Dec | Victoria |

Newsletter Article Due Dates:

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| **Article Due Date** | **Newsletter Published** |
| 18-Jan | January/ Feb |
| 15-Feb | March |
| 15-Mar | April |
| 19-Apr | May |
| 18-May | June |
| 21-Jun | July |
| 26-Jul | August |
| 16-Aug | September |
| 20-Sep | October |
| 18-Oct | November |
| 15-Nov | December |
| 17-Jan | January/ Feb |