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

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| |  |  | | --- | --- | | **Description: calendar** | **2013-03-01** | | **Description: clock** | 11:00 am EDT  ⦁ 1 hour | | **Description: telephone** | **Dial In #: 1-619-326-2730 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) | **[]** Sara Novak\* (AFIA)  **[x]** Victoria Peoples\* (Bayer CropScience)  **[]** Marcia Rhodus\* (Monsanto Co)  **[x]** Susan Ruland \*(AgGateway)  **[x]** Wendy Smith\*\* (AgGateway)  **[x]** Dave Craft \*  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** | **Minutes** | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Nancy Appelquist | | | *Victoria* | | |
| 1. AgGateway Antitrust Policy | | |  | | --- | |  |   *Everyone Agreed* | | |
| 1. Approval of Prior Meeting Minutes from 2/1/13 | | *Andriana moved to approve the minutes and Dave second the motion. All were in favor of approving the motion. No one opposed the minutes. The motion carried.* | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | |  | | |

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| 1. Newsletter Planning - current | 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 Ferreyra | | Mid-Year Meeting | Pam Wilson, AGDATA | | Customer Relationship Management | Nancy Appelquist | | Launching Member Services | Wendy Smith | |
| 1. Newsletter Planning - next | Nancy Appelquist | |  |  | | --- | --- | | **Due Date:** Friday April 19 | **Column1** | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | Crop Nutrition | Michael Carrabin | | Mid-Year Meeting | Pam Wilson, AGDATA | | Hold the Date for Annual Conference | Wendy Smith | | Seed Connectivity II | Marilyn Hunter | | Leadership Profile |  | |
| 1. AgGateway Marketing & Communications Plan Update | Susan Ruland | *Wendy sent out an email for the draft communications plan for the year and the strategic direction. The plan has very specific information under each month. This gives us a check list to work from. It is not complete. There are some ideas that are not there yet (like new members services). Any feedback that we have would be welcome. Note, it is a working plan/living document. We walked through the document and suggested who would own each tactic.*   * *Benchmark survey - Once a vendor for the survey has been determined, the committee can do* * *Membership drive – Wendy stated there might be a new committee created for membership. This will separate the communication from membership task.* * *New member on boarding tool – continued committee involvement* * *Website – the committee could have a helpful role in making sure areas of it is refreshed with updated information* * *Video and AD – Susan can continue to manage with our support* * *Newsletter – committee will still be involved* * *Leveraging association ties – Susan* * *Mid-Year meetings and Yearly – conference committee* * *Awards program – communication committee can get involved* * *Excellence awards – communication committee can get involved*   *Nancy to consider the committee effort. Nancy suggests waiting until after the committee split to determine where to assign. Susan suggested that committee members review the plan and that all could discuss priorities and objectives on the next call.* |
| 1. Marketing and Communications – 30/60/90 day Plan | Susan Ruland | *This standing agenda item will be used from now on to report on the status of activities under the Communications Plan:*   * *Susan is working on a press release regarding the new water management group;* * *There will also be an upcoming press release on registration opening for the Mid-Year Meeting.* * *The video vendor is working on the AgGateway promotional video to be posted to the website, and Susan expects it to be posted by the time of the next call.* * *Upcoming trade events:*   + *March 11-13 - American Feed Industry Association (AFIA) Spring Committee Meetings in Fort Worth, TX, Rod attending.*   + *March 13-15 - Purchasing & Ingredient Suppliers Conference in Fort Worth, Texas, Rod attending and another AgGateway staff member may attend.*   + *April 17-19, CLA and RISE spring meeting – tentative for AgGateway attendance*   + *May 14-16, United Fresh – tentative.*   *Moving forward we will not have an update on this. Next month we will not have #7 above.* |
| 1. Onboarding Update | Andriana Doukas | *Wendy will send Andriana a list of the chairs so that she can reach out to them for mentors for the onboarding process. We have the supporting documentation underway but need to find the mentors. Andriana will get Wendy something that she would like to have communicated to the council chairs.* |
| 1. Council Sell Sheets Update | Susan Ruland | *In reviewing the Value Sheets, and comments from various councils, Susan has concluded that it could be useful – and more helpful to the councils – if there were a template value sheet that would be the same for every council, with designated headline, photo and paragraph tailored to the specific council.*  *Creating such a template would have several benefits:*  *1) Provide the same copy on each sheet that describes AgGateway and its mission (instead of several different versions of this description);*  *2) Further, create a similar look and tone so that there is clearly one family of materials – i.e., maintain the AgGateway brand;*  *3) Establishing a template allows for easier updating of the sheets in future;*  *4) The template will provide an easier, quicker method for the councils to provide edits/updates – making suggestions for 3 or 4 brief designated areas on the sheet (headline, photo, brief bulleted paragraph) instead of having to tackle and entire page of copy.*  *Next steps: Susan is proceeding with developing the template, and anticipates that the drafts for each council will be ready for review by the next call.* |
| 1. Branding Guidelines | Dave Craft |  |
| 1. Create and Execute a Benchmark Survey | Nancy Appelquist | *The vendor selection is in process.* |
| 1. Orientation Podcast | Nancy Appelquist |  |
| 1. 2013 Objectives | Nancy Appelquist |  |
| 1. New Business | Nancy Appelquist | *Meeting time/date* |
| 1. Review New Action Items | Nancy Appelquist |  |
| 1. Upcoming Meetings | Note Taker | ***Next meeting 4/5/2013 11:00 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* |
| Wendy | Follow-up with Dave Craft regarding Branding Guidelines & Applied Standards logo usage. | *In progress* |
| Nancy | Make correction to last meeting minutes and post them to the website. | *Completed* |
| Wendy | Provide Meri with accurate/complete list of Chair & Vice Chairs for councils & committees including liaisons so AGW website can be updated correctly | *In progress* |
| Nancy | Ask Andreas /Tim Piper to write (or provide a recommendation for an author) article for March newsletter on Irrigation group within Precision Ag | *In process: Susan asked for press release information. Nancy will ask for them to send the information with additional information for the article.* |
| Nancy | Ask Pam Wilson, AGDATA if she wants to write an article about the Mid-Year Meeting for April newsletters. | *Completed* |
| Susan | Create a presentation based on discussion of Onboarding Process Outline | *In process – we would like to have this completed in March.* |
| 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 | *In process* |
| Susan | Write up a little information about the change from Membership & Communications into 2 separate committees to add to the meeting minutes | *In process* |
| 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   2013 Objectives | *Complete* |
| Wendy | Follow up on the allied provider minutes of the Nov 8th conference 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 | *On – Going: This will continue to happen each month.* |
| Nancy | Email Marilyn about April article for Seed Connectivity II update |  |
| Wendy | Talk with Rod to determine a list of questions to ask a member for a “Leadership Profiles” article. The questions need to be determined by end next week. |  |
| Nancy | Will send a list of the possible questions for the member spot light to Susan and Wendy. |  |
| Nancy | Add creation of the schedule for Leadership Profiles to next month’s agenda. Also we need to assign the task to a team member to contact the leader and get the base article to Susan. Doug Mills is a good one to start with Jeff Kaiser (from John Deere). A suggestion for the questions is around the career path. |  |
| Wendy/Susan | Revisit the idea that we have a membership drive article in the April 1st newsletter. |  |
| All | Submit their comments or suggestions about the current draft of the communications plan to Susan and Wendy by the March 15th. |  |
| Susan | Will send Marketing and Communications 30/60/90 day plan update in email |  |
| Wendy | Wendy will send Andriana the segments for the onboarding process |  |
| Andriana | Andriana will get Wendy what she would like to have communicated to the council chairs about the onboarding process. |  |
| Susan | Will send out an updates on the council sell sheets and approach. |  |
| Wendy | Will send a list of the chairs and their email address to Andriana. |  |

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 |