## AG_logo.gif Membership & Communications Committee Agenda

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| |  |  | | --- | --- | | **calendar** | **2011-03-04** (1st Friday of Month) | | **clock** | 11:30 AM ET ⦁ 1.0 hours  10:30 AM CT, 09:30 AM MT, 8:30 am PT | | **telephone** | +1 (888) 858-6182  Meeting ID: 1044968# | | **monitor** | [Online Collaboration Tool] | | Acronyms: |  | | **MSA** | Moved, seconded, approved | |  |  | | | | | | | **Contacts**: Jerry Coupe ⦁ Chair ⦁ (206) 439-2220 ⦁ [jcoupe@wilburellis.com](mailto:jcoupe@wilburellis.com)  Marcia Rhodus ⦁ Vice Chair ⦁ (314) 694-8759 ⦁ marcia.k.rhodus@monsanto.com     |  |  | | --- | --- | | **users1** | **Attendees** | | [X] Charissa Aclin  [X] Nancy Appelquist  [ ] Bruce Blitch  [ ] Rod Conner  [X] Jerry Coupe  [X] Dave Craft  [ ] Cindee Delbridge  [ ] Marianne Embree  [X] Andriana Doukas | | | [X] Lorie Gasso  [ ] Marilyn Hunter  [ ] Sara Novak  [ ] Tim Piper  [X] Marcia Rhodus  [ ] Frank Rydl  [X] Wendy Smith  [X] Val Stopher | | | |
| **note** | | **Agenda** |
| Time | Topic | | | Topic Leader | Desired Outcome | | Notes |
| :05 | 1. Meeting Notes – need someone to capture | | | Jerry Coupe | Minute-taker assigned | | Marcia taking notes |
| 1. AgGateway Antitrust Policy | | | Each team member has agreed to abide by it  Anti-trust Guidelines can be found on the AgGateway website:  <http://www.aggateway.org/LinkClick.aspx?fileticket=ur56RxhieeI%3d&tabid=378> | | All Agreed |
| 1. Prior Meeting Notes - Approve Dec 2010 and February 2011 Meeting Minutes | | | Team has reviewed prior to call, discusses any changes necessary, and approves the minutes | | Val motioned and Dave 2nd motion to approve the minutes from the December and February meetings. All approved |
|  | 1. Newsletter Editor | | | Jerry Coupe | Discuss unfilled editor role | | **Editor for News Letter:** Jerry has put a brief article in newsletter asking for volunteer but has not received a response. Wendy proposed a couple of options: *one person for the year or one person for each newsletter, better to have one for the year*  Group decided to go with option of one person for the year.  Wendy provided an overview of the editor’s role.   * Editor would * Communicate to Charissa articles planned and who is authoring each * Review articles (In initial newsletter draft) and edit for spelling, punctuation, flow, etc. NOT content * Validate that all the links work * Proofread final newsletter prior to issuance * Editor would not write any articles * Charissa would * Follow-up on articles with authors to ensure we receive the articles on time for each newsletter * Create initial draft newsletter and provide to editor for review * Make any corrections, changes as per the Newsletter editor’s feedback * Create final newsletter and send out for final review to Rod, Wendy and Editor * Send out newsletter no later than xxx date of month   New member editor   * Interviews new members and writes up a short blurb for each to go into each months’ newsletter   Nancy Appelquist has agreed to act in this role  Wendy proposed going with publishing the newsletter on the first day of the month. Articles would be due by the 3rd Friday of the month.  April newsletter will include:   * Ag Retail Council * CCP Meeting update * Annual Conference Sponsorship Opportunities * Project Status Update from Marilyn |
|  | 1. April Newsletter | | | Jerry | Determine the articles for the April News letter | | The following articles were discussed for the April Newsletter:   * Ag Retail Council Highlighted * CCP Conference Update to include registration link * Annual Conference Sponsorship Opportunities * Project Updates by Marilyn |
|  | 1. New Members on boarding process | | | Jerry Coupe | Everyone understands status, next steps for web site review | | Need to address how to contact new members to help them get involved in AgGateway:   * Education Committee is looking into addressing this topic. |
|  | 1. Web Site | | | Jerry Coupe | Complete preliminary schedule for 2011 newsletter topics. Identify articles and authors, confirm timelines for April newsletter | | Wendy and Charisa have identified a couple of consultants to work with.  Wendy asked group if we wanted to take a first step to review or go directly to consultant. It was determined that we would utilize a consultant from beginning.  Wendy will reach out to consultants and give update at next meeting.  Action to all: If member has an area they would like to see improve, send the information to Wendy so she can include in list to present to Consultant  Charissa commented we might want to have someone not a member look thru website for their feedback. Wendy confirmed that they were planning on considering from the perspective of a new member/non-member and from the more experienced member perspective. |
|  | 1. Change timing of our meetings | | | Jerry Coupe | Determine time that allows better participating from members | | Wendy has conflict with another conference call and requested we move the time of our calls back by 30 minutes. Members on the call were agreeable to this change. We will meet the 1st Friday of each month @ 8:30 PT, 9:30 MT, 10:30 CT & 11:30 ET |
|  | 1. Distribution List | | | Jerry Coupe | Ensure the distribution list is accurate | | Jerry asked if everyone was getting the notifications to our meetings as our distribution list had not been updated.  Charisa has now cleaned up the mc@aggateway.org distribution list.  Marcia will ensure that the attendee list on the Agenda and Meeting Notes matches this list. |
|  | 1. Other Business | | |  | Any additional items that came up during discussions. | | No other business was identified |
|  | 1. Next Call/Meeting | | |  | Determine the next date/time to meet | | **Friday, April 1, 2011 at 11:30 a.m. ET** (8:30 PT, 9:30 MT, 10:30 CT & 11:30 ET). Monthly meeting the first Friday of the month. |

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| **Active Action Items List as of March 4, 2011: (new items in bold)** | | |
| **Person Accountable** | **Action (and date assigned)** | **Status (and date the status update)** |
| All | To consider their availability to be editor or who might be a good candidate for the editor and let Jerry know by next week |  |
| All | Provide Wendy with any feedback on AgGateway website areas/improvements they would like to see addressed. |  |
| Charissa | Will add Nancy Appelquist to the notification list for new member & contact information |  |
| Marcia | Clean Up the Attendee List on the Agenda and Meeting Notes Document. |  |
| Wendy | To proceed investigating use of a 3rd party resource to review the AgGateway website (2/15) |  |
| Wendy | Follow up with Denise Nelsen and Marcia Rhodus re: writing an article about the Mid-Year CCP meeting for the April newsletter |  |
| Wendy | Follow up with Darlene Gibson and Olivia Immerman re: writing an article about the Annual Conference Sponsorship opportunities for the April newsletter |  |
| Jerry | Follow up with Roger Parks and Ron Farrell re: writing an article about the Ag Retail Council for the April newsletter |  |
| Wendy | Follow up with Education Committee to collect the feedback they have to date re: On Boarding of New Members |  |
| Wendy | Send out to all committee members the document previously created by M. Hunter on assimilating new members. |  |
| Wendy | Proceed with selecting consultant to review website for improvements and report back to group on estimates. |  |
| Wendy | Will write an article for the April Newsletter to solicit ideas for future newsletter articles. |  |