## AG_logo.gif Membership & Communications Committee Meeting Notes

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| |  |  | | --- | --- | | **calendar** | **2011-05-06** (1st Friday of Month) | | **clock** | 11:30 AM ET ⦁ 1.0 hours | | **telephone** | +1 (888) 858-6182  Meeting ID: 1044968# | | **monitor** |  | | 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] Andriana Doukas  [ ] Bruce Blitch  [X] Charissa Aclin  [ ] Chip Donahue  [X] Cindee Delbridge  [ ] Dave Craft  [ ] Doug Mills  [X] Frank Rydl  [X] Jerry Coupe  [ ] Laura Wennemer | | | [ ] Lorie Gasso  [X] Marcia Rhodus  [ ] Marianne Embree  [ ] Nancy Appelquist  [ ] Rod Conner  [ ] Sara Novak  [ ] Tim Piper  [X] Wendy Smith  [ ] Valerie Stopher | | | |
| **note** | | **Agenda** |
| Time | Topic | | | Topic Leader | Desired Outcome | |  |
| :05 | 1. Meeting Notes – need someone to capture | | | Jerry Coupe | Minute-taker assigned-  Marcia Rhodus is scheduled | |  |
| 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 3/04/2011 Meeting minutes | | | Team has reviewed prior to call, discusses any changes necessary, and approves the minutes  Approve March and April Minutes | | Dave Craft motioned to approve both the March and April minutes.  Marcia Rhodus 2nd  All Approved |
|  | 1. Action items from prior meeting (listed in table below): | | | Jerry Coupe | Everyone understands status, next steps-   1. Feedback to Wendy about AgGateway website 2. Identify 3rd party to review website 3. Follow up with Education Committee re: New member on-boarding process 4. M Hunter’s new member document? | | 1. Wendy has received feedback from the DOC and staff. Still time for committee members to provide their feedback. 2. Wendy has meeting scheduled with a 3rd party to review website and get estimate. She has also identified another 3rd party to contact as well. 3. Education committee is summarizing their ideas for on-boarding and will forward to this committee as part of our discussion for final document. 4. Wendy has posted the assimilation document authored by Marilyn. She also sent out a copy to all committee members via email. |
|  | 1. Website Update | | | Wendy Smith | Everyone understands status, next steps for web site review | | See #1 above |
|  | 1. Newsletter | | | Jerry Coupe | 1. May issue is out this week. Thanks to Andriana for her editing work 2. June issue will request Focus on AGIIS Directory and Task Force work that is underway 3. Precision Ag Council introduction | | 1. May issue of the newsletter was distributed this week. 2. Articles for June will be:    1. AGIIS Directory Task Force    2. Dun & Bradstreet Task Force    3. CCP Meeting Highlights    4. CCP Education Opportunities    5. New Members and Project Updates    6. Introduction of new feature articles(See # 7) |
|  | 1. New Content Idea | | | Jerry Coupe | 1. Add Feature Focus 2. Each month feature an individual or Company & feature something they are doing in technology, Ag or community | | Committee discussed Jerry’s idea to include a “Human Interest” feature in each newsletter that highlights an AgGateway member or company. The focus is around something they are doing to contribute to their community or advancing technology within Ag. Everyone agreed this was a good idea and voted to include this feature. Jerry will write an introduction article and ask members to submit articles for future editions of the newsletter. |
|  | 1. New Members on boarding process | | | Jerry Coupe/  Nancy Appelquist | 1. AgriSolutions, Inc   Brighton, Il   1. GeoSys, Inc   Plymouth, MN  Precision Ag Council | | We have two new members to AgGateway:   1. AgriSolutions, Inc 2. GeoSys, Inc |
|  | 1. Other Business | | |  | Any additional items that came up during discussions. | | Wendy sent to everyone the Assimilation document Marilyn Hunter created. Jerry asked everyone to take time to familiarize themselves with the content. Next meeting we will spend time discussing ways this committee can help with the on-boarding process. |
|  | 1. M & C Objectives Review | | | Jerry Coupe | Establish M & C Objectives for 2011.  Examples:   1. Create and Implement a newsletter plan 2. Evaluate new member plan-how to welcome and integrate new members 3. Assess current website and develop plan to make it more user friendly | | Jerry reviewed the objectives we agreed upon at the beginning of the year and asked if the committee felt there we others we needed to consider.  It was agreed we had enough work to completing the list previously agreed upon. |
|  | 1. Next Call/Meeting | | |  | Determine the next date/time to meet | | **June 3, 2011 at 11:30 a.m. ET** (8:30 PT, 9:30 MT, 10:30 CT). Monthly meeting the first Friday of the month. |

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| **Active Action Items List as of March 04, 2011:** | | |
| **Person Accountable** | **Action (and date assigned)** | **Status (and date the status update)** |
| All | Provide Wendy with any feedback on AgGateway website areas/improvements they would like to see addressed. | In Process |
| Wendy | Write the AGIIS Task Force update for the June Newsletter |  |
| Wendy | Reach out to Marilyn and Dave to write the articles for the project updates and the Dunn & Bradstreet article. |  |
| Jerry | Write the article introducing the new “Human Interest” feature. |  |
| Marcia | Write the articles for the CCP Meeting |  |
| All | Review the Assimilation document and be prepared to discuss the committee’s involvement in the on boarding process. |  |
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