## AG_logo.gif Membership & Communications Committee Minutes

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| **calendar** | **2011-08-05** Mid-Year CCP Meeting |
| **clock** | 8:30 PDT ⦁ 1.0 hours10:30 CDT 11:30 EDT  |
| **telephone** | **888-858-6182** **1044968#** |
| **monitor** |  |
| Acronyms: |  |
| **MSA** | Moved, seconded, approved |
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 | **Contacts**: Jerry Coupe ⦁ Chair ⦁ (206) 439-2220 ⦁ jcoupe@wilburellis.comMarcia Rhodus ⦁ Vice Chair ⦁ (314) 694-8759 ⦁ marcia.k.rhodus@monsanto.com

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| **users1** | **Attendees** |
| [x] Adriana Doukas[ ] Bruce Blitch[ ] Charissa Aclin [ ] Chip Donahue[ ] Cindee Delbridge[x] Dave Craft [ ] Doug Mills [x] Frank Rydl[x] Jerry Coupe[ ] Laura Wennemer  | [x] Lorie Gasso [x] Marcia Rhodus [ ] Marianne Embree [x] Nancy Appelquist[ ] Rod Conner[ ] Sara Novak [ ] Tim Piper[x] Wendy Smith[x] Valerie Stopher[x] Meri Kotlas |

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| **note** | **Agenda** |
| Time | Topic | Topic Leader | Desired Outcome |  |
| :05 | 1. Meeting Notes – need someone to capture
 | Nancy Appelquist | Minute-taker assigned | 1. *Nancy Appelquist is in the rotation for capturing minutes of the call*
 |
| 1. AgGateway Antitrust Policy
 | Each team member has agreed to abide by itAnti-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 5/06/2011 Meeting minutes
 | Team has reviewed prior to call, discusses any changes necessary, and approves the minutesApprove March and April Minutes | *Wendy notes that title still said agenda. Jerry to change to notes.**Amended minutes MSA unanimously* |
|  | 1. New Staff Introduction
 |  | Introduce Meri Kotlas to the M & C Committee | *Meri started this week and will train with Jim Wilson. Meri has both technical and artistic background. Available: 8-10 hours/week on demand.**Val and Frank did not get email – Meri to check member list on constant contact. Val & Frank to check spam filter.* |
|  | 1. Review Action Items from July Conference Call
 | Jerry Coupe | All understand status of action items, next steps | *Reference the table at the bottom of the document* |
|  | 1. Discuss Council representation on Membership & Communications
 | Jerry Coupe | 1. Recap which Councils are represented
2. Assign points of contacts to Councils not represented currently on M & C
 | *Val – Crop protection**Marcia – Seed**Frank – Ag Retail**Dave – Allied Provider**Lorie – Allied provider**Nancy – Allied provider**Adriana – M&C only**Jerry to send email to council chairs to see if those listed can represent their councils**Need – precision ag, crop nutrition, feed, ornamental horticulture* |
|  | 1. September Newsletter Planning
 | Jerry Coupe | Review plans and dates for September edition of the Newsletter | *August 19 is deadline. Potential articles :**Conner’s corner (Rod), website ass update (Wendy), AGIIS task force (Wendy), conference (J. Warf), AGW award nom (Marcia), new member (Nancy), Project Update (Marilyn), USDA, Info Ag (Dave), Precision Ag (R. Ferrell), Seed council phase II (S. Schaefer)**Defer USDA to October but get Seed for this month**Wendy to reach out to Steve & Marilyn**AGW web site events calendar all dates are there through the end of the year.* |
|  | 1. Website Assessment Project
 | Wendy Smith | Update on current status and next steps for the web site review process | *Meri – mapping web site & has ideas on improving home page.* *Will start reaching out to members to conduct interviews.* |
|  | 1. New Membership on-boarding process
 | Marcia Rhodus | Update on work underway to revise on-boarding process | *Marcia will forward documents reviewed at CCP meeting prior to first meeting. Will review suggestions from CCP meeting. Rod solicited feedback in the last newsletter.*  |
|  | 1. Introduce other new business
 | Wendy | 1. Schedule call to review presentation of M & C Plan
2. Request assistance from Council liaisons to get the Value Publications updated/created for each Council
3. Developing a membership drive for Q4-2011
 | ***1. Fri 9th 10:00 pacific***1. ***Frank & Darren from ARA working on retail value flyer redesign. Wendy offered support – will send template & examples***
2. ***Membership Drive – kick off in Q1?***

***Wendy to do write up & send out prior to next call on drive. Contact ag related newsletters and insert something about membership drive – Jerry’s idea.***  |
|  | 1. Next Call/Meeting
 |  | Determine the next date/time to meet | ***September 2, 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 August 5, 2011, 2011:**  |
| **Person Accountable** | **Action (and date assigned)** | **Status (and date the status update)** |
| Wendy | committed to checking to see whether she has any notes from the CCP M&C Committee meeting | ***In progress – Wendy has one more place to check*** |
| Jerry | Send out a note to the group to check as to whether anyone else has meeting notes from the CCP M&C Committee meeting. | ***Completed*** |
| Jerry | Follow-up with Marcia regarding the other members of the task force and to communicate the timeline. | ***Revisions of new members on boarding process. Marcia clarified who is on the team. Frank, Dave & Val agreed that they will participate. Wants to get going by end of Aug.***  |
| Jerry | Include Website Assessment Update as an agenda topic for our conference calls for August, September and October | ***In progress*** |
| Jerry | Follow-up with Chip today to determine whether we can still get an article for the August newsletter or whether we need to reschedule the article to the September newsletter | ***Jerry contacted Ron Ferrell who will have an article for Sept.***  |
| Nancy | Provide a list of the new members we still need write-ups for to Jerry to include in his request for help with the new member article.  | ***Completed*** |
| Jerry | Send a note to the group requesting assistance with the new member articles even if it’s just reaching out and referring the new member to Nancy or providing Nancy an introduction. | ***Completed*** |
| Wendy | Reach out to remind Marilyn of the upcoming deadline for the Project Updates article  | ***Completed - Marilyn has indicated she will not be able to provide an update for the August newsletter*** |
| Jerry | Write an article explain the feature (what it’s all about) and soliciting articles. | ***Completed*** |
| Wendy | Move the Marketing & Communication plan document to the Supporting Resources folder on the M&C webpage and add the presentation made at the CCP on this to the webpage as well.  | ***Completed*** |
| Wendy | Send an email to Jerry re: her availability that week and either she or Rod will make the M&C plan review presentation to the group.  | ***Completed*** |
| Jerry | Send an invite to the M&C to the M&C presentation based on availability. |  |
| Jerry  | Reach out to the M&C participants to confirm participation on the M&C and determine which council they belong to (so we can identify/confirm council liaisons). |  |
| Wendy | Will check who the secondary contact is for those organizations that have not responded. Jerry will search for Manna contact |  |
| Nancy | Send out one more request to primary POC |  |
| Dave | Check with Crop Life (Paul Schrimpf) about writing and article about Info Ag |  |
| Meri | Check member list on Constant Contact to see if Val and Frank are included |  |
| Jerry | Send email to council chairs to confirm existing representatives to M&C committee and request representative where we do not currently have one (precision ag, crop nutrition, feed, ornamental horticulture) |  |
| Wendy | Reach out to S. Schaeffer on Seed article and remind Marilyn on project update |  |
| Marcia | New member on-boarding: Review suggestions from CCP meeting & send out documents prior to first team meeting.  |  |
| Frank | Work with Darren from ARA on retail value prop |  |
| Wendy | Send Frank value prop template and examples |  |
| Wendy | Send M&C committee write up on Q1 2012 membership drive prior to next meeting |  |