

AAEA: the Agricultural Communicators Network
Summer Board Meeting MINUTES
July 23, 2017 | Snowbird Resort & Spa, Snowbird UT

Board Attendees: Mike Wilson, Julie Deering, Cynthia Clanton, Ryan Ebert, Pam Molitor, Jim Patrico, Jodi Henke, Jennifer Latzke, Christy Lee, Mindy Ward

Incoming BOD Attendees: Jill Loehr, Pam Caraway

Other guests: Betsy Freese, Laurie Bedord, Kelly Schwalbe, Kurt Lawton, Greg Horstmeier, Holly Spangler, JoAnn Alumbaugh

Staff: Samantha Kilgore, Courtney Jackson

8:00 AM – *President Mike Wilson called the meeting to order.*

M. Wilson

Presidents Update

Mike gave update on past progress of the association over the year, particularly highlighting the Byline in Brief, new logo and brand name for AAEA, successful Ag Media Summit, bylaw discussions with more on the horizon.

Approve Minutes from April 20 Meeting

Motion was made to approve the minutes from the April 20 meeting as presented. Motion seconded, approved.

AAEA Financial Review & Proposed 2017-2018

*Samantha Kilgore reviewed the current financial state of the association as of June 30, 2016. **Total Checking/Savings** - \$124,903. **Overall YTD income** - \$188,233. **Overall YTD Expense:** \$171,385 *Kilgore reviewed projected year end income and expense for a slight loss (better than budgeted) for FY 2016-2017. The proposed AAEA budget for FY 2017-2018 had an income of \$204,000 and expenses of \$203,000. After some discussion and explanation, there was a motion to approve the 2017-2018 budget as presented. Motion was seconded and passed.**

8:25 AM -- Committee Reports and Discussion – *Committee Chairs and members gave reports and there was discussion. Action items and board motions noted below.*

- Advisory – Julie Deering
Subcommittees:
 - Nominating Committee --
 - **ACTION NEEDED:** Approval of proposed slate –

2017-2018 PROPOSED BOARD OF DIRECTORS

Following is the slate of candidates for AAEA Board of Directors for 2017-2018, along with their total terms of office (constitution requires 11 members – 8 Directors at large consisting of 2 affiliate and 6 actives, and the Past President, President and President Elect):

Following is the slate of candidates for the AAEA Board of Directors for 2017-2018.

- *President – Julie Deering, Issues Ink*
- *Vice President/President-Elect – Christy Lee, Cee Lee Communications*
- *Past President – Mike Wilson, Penton Agriculture*
- *Director – Ryan Ebert, W. D. Hoard & Sons (2015-2018)*
- *Director – Jim Patrico, DTN/ Progressive Farmer (2015-2018)*

- *Director – Mindy Ward, Penton Agriculture (2016-2019)*
- ***Director – Jill Loehr, Penton Agriculture (2017-2019*)***
- ***Director – David Ekstrom, Meredith Agrimedia (2017-2020)***
- ***Director – Bill Spiegel, High Plains Journal (2017-2020)***
- ***Affiliate Director – Pam Caraway, Rhea + Kaiser (2017-2020)***
- ***Affiliate Director – Josh Flint, The Maschhoffs Group (2017-2020)***
- *(*Jill Loehr will fill the remainder of Christy Lee’s Director Position)*

Motion was made to accept the slate as presented from Advisory Committee to be put before the membership at the annual meeting. The motion was seconded, no opposed and no discussion, so the motion passed.

- **Affiliate Advisory – Cynthia Clanton, Pam Caraway-**
 - *P. Caraway gave an update on the planning for the upcoming regional meeting, tentatively planned for 11/14 in Montgomery. Debra Davis is helping the committee procure speakers and sponsorships.*
- **AMS Steering Committee –M. Wilson** pgs 4
 - *Samantha and Mike gave an update on the 2017 AMS. Sponsorships are down, but expenses are also lower. Anticipated great attendance. 2018 and 2019 will be big years for AMS with ACE and IFAJ.*

Subcommittees:

*INFOEXPO- Jessie Scott
Program – Barb Anderson*

- **Member Services – Joann Alumbaugh**
 - *JoAnn gave update on committee’s work earlier in the year. Regional meeting expenses were slightly higher than expected. Planning to ask PIF and LPC to split extra costs. She suggested that we need more on committee.*

Subcommittees

Prof. Development

Joann suggests memberships/other committees sit down and strategic planning meeting to help assist with new brand. Additionally, regional meetings should work to get sponsor for costly speakers.

Communications – Byline in Brief

pgs 5-6

Holly Spangler and Courtney Jackson gave update on Byline in Brief. It’s been nearly 1 year of weekly bylines – readership is up, content is flowing. Because of the volume of job postings, staff suggests that AAEE start asking for \$\$ for nonmembers to post for job postings in the byline and on the website. Motion was made, seconded and approved.

Ethics - no update

- **Membership – K. Schwalbe, B. Freese, A. Roady, C. Jackson** pg 7
 - *Total membership at 418 and climbing. Some discussion over continual attrition and why members are not renewing. Amy Roady taking over for chair with Betsy and Kelly. Board to create taskforce to help better market why AAEE is useful for each segment of membership, to further look into how we define member types and if it is still relevant.*
- **Future Ag Communicators – Laurie Bedord** pgs 8-11
 - *Laurie gave update on scholarships and interns from the year. Also gave update on how PIF was brainstorming on how to make more money to offset costs for internships. Considering hosting a*

'non traditional' event at AMS to help raise money potentially in 2018. Staff, YPT and Laurie to work together to track where people are who have received previous scholarships.

- International – Kurt Lawton pgs 12 – 14
 - *Kurt gave report on IFAJ participation and stipend funding (approved via PIF) for 2018. Presented to the board a new criteria for judging IFAJ stipend applications. The criteria was discussed. An addendum was added to confirm membership at the time of applying, and to consider how recently an application was received previously. A motion was made to accept with changes, seconded and approved.*
- AAEA Sponsorships- Samantha Kilgore pg 15
 - *Total sponsorships in 2016/2017 year were \$56,000, down from 2015/2016. Some discussion on packaging sponsorships with benefits to be more marketable. Sponsorship committee to discuss and bring presentation to Fall BOD meeting.*
- Legacy- Larry Dreiling
- Awards Update – Jim Patrico
Subcommittees: Writing | Photo | DSM | MarComm | Design pgs 16-19
 - ****ACTION NEEDED:** Discussion/Approval of Limits to Contest Entries – Overall, very successful year for AAEA awards despite changes. *Some discussion here. Jim to ask Jamie to come forward with a recommendation for the board to vote on in the fall; Jim and Debbie to work on judge selection procedure and potentially standardizing point system, staff to survey to award contestants accordingly.*
- PIF – Kelly Schwalbe

Ad Hoc Committees Update

- 2019 IFAJ – Kurt Lawton, Carey Brown – *Kurt invited everyone to stay around for the IFAJ planning meeting on Wednesday morning.*
- Website & Branding Update and Overview – *Samantha gave a brief update. Please continue to view and use the new website and let staff know how to continually update and improve it.*
- AAEA 100 – Holly Martin—*Holly unable to attend. But there was some discussion here about pulling together an event on the front end of AMS in 2020. Committee to have a call before fall board meeting and start working on report and plan for upcoming years.* pgs 19-21
- Special Interest Groups– Julie Deering
 - Assoc. Comms
 - Young Professionals Task Force - Reception this Afternoon!
 - Photography
 - Freelancers
- Mentorship Program Update from CJ and SK

Motion to adjourn meeting, seconded and passed. Meeting adjourned at 11:50 PM.