

AAEA: Ag Communicators Network Fall Board Meeting Minutes

Oct. 26-27, 2016 | Embassy Suites KC Airport | Kansas City, MO

THURSDAY, OCTOBER 26

Board Members Present: Mike Wilson, Elaine Shein, Cynthia Clanton, Jenni Latzke, Jim Patrico, Mindy Ward, Jodi Henke, Julie Deering, Ryan Ebert, Christy Lee

Committee Members Present: Pam Caraway, Amy Roady, Kelly Schwalbe

Staff Present: Samantha Kilgore (recording minutes)

Call to Order

- The meeting was called to order by President Mike Wilson at 1:00 PM
- Mike Wilson presented the minutes from the July 26 St. Louis Meeting for approval. Motion was made, seconded and carried.

AAEA Financial Overview Report

Samantha Kilgore gave an overview of AAEA Financial standing for association. As of Sept. 30, AAEA had \$2,603 in income and \$31,143 in expenses, leaving a net YTD of -\$29,381. There was time for discussion. Because of the recent financial transition, there were several questions regarding allocation of savings. There was a motion made to table the financial report until Kilgore could provide more details on the financial standing and savings transfers for the association at a later date. The motion was seconded, and carried.

Kilgore brought up the Accounting and Operating Policy for AAEA, and the addition that the management company could sign monthly retainer checks without having to have a second signatory. There was some discussion. Motion was made that the monthly retainer checks to Management Company required only one signer from the approved list. Motion was seconded, and carried.

Committee Reports & Strategic Discussion

- Review Committee Consolidation and Chairs
- **Advisory – Julie Deering**
Subcommittees:
 - Financial – moving investments from Wellsfargo to SunTrust?
 - Nominating Committee
- **Affiliate Advisory** – Cynthia Clanton, Pam Caraway gave an update on affiliate membership programs and awards.
- **AMS Steering Committee** – Elaine Shein gave an overview of the AMS Steering Committee meetings held in the AM of 10/27, and reported that the AMS made a net of _____ and approved transfer of _____ to AAEA. Mike Wilson also gave updates. There was some discussion.
- **Member Services – Joann Alumbaugh** pages 7-8
Subcommittees
 - Prof. Development – More focus on Poynter/ April Educ. Mtg
 - Communications – Byline in Brief
 - Ethics – Digital Ethics Guidelines

- **Membership** – Kelly Schwalbe and Amy Roady gave a report on membership. Total membership count was unclear due to change in management, change in membership categories. There was some discussion about membership attrition and how to combat. Motion was made to allow the option of multi year memberships with the direction that membership committee would develop a fiscally responsible price range. Seconded and carried.
Jim Patrico also made motion for membership committee to make a plan to develop a reward program proposal or incentive program for bringing in new members over the next year. Seconded and carried.
- **Future Ag Communicators** – Laurie Bedord gave a report. pages 12-13
- **International** – Kurt Lawton – report was given. There was some discussion on development of criteria for selection process of IFAJ international stipends.

Mike Wilson made a motion to adjourn the meeting at 5:15 PM until the following morning.

Mike Wilson called the meeting back to order at 8:08 AM on 10/27/2016.

- **AAEA Sponsorships**- Samantha Kilgore gave a report and overview of current sponsorship status. There was discussion on development of specific sponsorship programs and how to ethically allow corporate sponsorship.
- **Legacy**- written report from Larry Dreiling. Reminder to bring honorary member candidates through the membership committee, as honorary members are no longer paying members of AAEA.
- **Awards** - pages 18-19
Overall Committee Chairs Selection - motion was made to have Jim Patrico serve as Chair of Awards committee. Seconded and carried.
Design, MarComm, Photo, Writing, Digital/Social Media – updates were given.
Andy Markwart Award – split award to \$500 per person – discussion. No motion to approve.
- **PIF** – Kelly Schwalbe gave an overall update on PIF. pages 20

Ad Hoc Committees

- 2019 IFAJ – Kurt Lawton, Carey Brown
- Website Committee- Samantha Kilgore gave a report. Motion was made to proceed with purchasing agcommnetwork.com domain package. Seconded and carried. pages 21
 - Website Direction
 - Branding AAEA: Ag Communicators Network discussion
- Young Professionals – Julie Deering pages 22-23
 - Young Professionals Program of Work

New Business

There was no new business.

Next board meeting: to be discussed in the spring. Most likely will be either conference call or in person meeting apart from NAMA.

Meeting was adjourned at 11:31 AM.