

Minutes from 4/20 Board Meeting

AAEA: the Agricultural Communicators Network
Spring Board Meeting Agenda | MINUTES
April 20, 2017 | Gateway & Conference Center | Ames, Iowa

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

OTHER GUESTS: Kurt Lawton, Kelly Schwalbe, JoAnn Alumbaugh, Betsy Freese, Pam Caraway

VIA PHONE: Jamie Cole, Amy Roady STAFF: Samantha Kilgore, Courtney Jackson

8:00 AM – Meeting was called to order by President M. Wilson

Brief Board Notebook Review S.Kilgore/C. Jackson

Presidents Update M. Wilson

Mike Wilson gave an update on the status of the association, plans for website updates, successes in the Byline and more.

Approve Minutes from Oct 26-27, 2016 Meeting M. Wilson

Motion was made to approve, seconded, minutes approved from fall 2016.

AAEA Financial Review & Executive Summary S. Kilgore

Mike suggested SK simplify the balance sheet. There was some discussion on some on the history of the financials. No transfer of AMS funds was made to PIF before end of 2016, so motion was made to transfer \$5000 to PIF from AAEA, and then look at AAEA fiscal year end to see if more can be moved. Seconded, and passed. Financials also approved.

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

Advisory – Julie Deering

Subcommittees:

Financial

Nominating Committee

- Affiliate Advisory – Cynthia Clanton, Pam Caraway
Report from Pam C. -
- AMS Steering Committee – Elaine Shein/M. Wilson
Report from Mike

Subcommittees:

INFOEXPO- Jessie Scott

Program – Barb Anderson

- Member Services – Joann Alumbaugh

Subcommittees

Prof. Development

Communications – Byline in Brief

Ethics

- Membership – K. Schwalbe, B. Freese, A. Roady, C. Jackson
 - MINUTES CONTD**
 - *Suggested staff implement both a freelancer visual map search available by state and by first name name.*
 - *There was some discussion on creating a letter to send to employers thanking them for allowing employees to be members, and reminding of the benefits. CJ and SK to look at implementation at end of 2017.*
 - *Poynter programs still undervalued, need to work on promotion.*
 - *M. Wilson gave a brief update on a proposed mentorship program, headed by Dave Kurns. Dave and staff to work together on getting a test group together before AMS.*
- Future Ag Communicators – Laurie Bedord
- International – Kurt Lawton
- AAEA Sponsorships- Samantha Kilgore
 - *Young Leader Travel Stipend/ Young Leader Program Motion to change language and offer program up for sponsorship/spending. Seconded, and approved.*
- Legacy- Larry Dreiling
 - *Mentorship Opportunities with ACT & Fellows*
- Awards Update – Jim Patrico
- PIF – Kelly Schwalbe

Ad Hoc Committees Update

- 2019 IFAJ – Kurt Lawton, Carey Brown
- **Website & Branding Discussion**
 - *Jamie Cole joined via internet to help preview new Ag Comm Network website, and there was a review of the proposed logos. Logos and branding committee worked extensively with Rhea + Kaiser to develop branding statements, and create new visual identity and logo. After some discussion, motion was made to approve the logo with purple globe and prominent AAEA. Motion was seconded and passed by majority.*
- AAEA 100 – Holly Martin
- Young Professionals & SIGs– Julie Deering

New Business

Ag PR 101 Workshop Update

M. Wilson

Constitution Review – Membership Categories/Board Make Up

M. Wilson

There was some discussion on the difficulties of finding new leadership among active members of the association. In order to help remedy that moving forward, motion was made to explore Constitution review and viability of allowing Affiliate member to come in as a part of the executive committee, while maintaining the majority percentage of Actives on the board. Motion was seconded and passed by majority.

12:00 – Adjourn – Motion was made to adjourn, and passed.

AAEA Board Committee Reports - 7/23/17

Joint lunch with PIF Trustees from 12 – 1 PM.

END