



**AAEA: The Agricultural Communicators Network  
Summer Board Meeting Minutes  
Sunday, August 5, 2018 | 8:00 AM – 12:30 PM**

**AAEA Board, PIF Chair, Invited Members, Guests**

BOARD OF DIRECTORS PRESENT: Mike Wilson, Julie Deering, Christy Lee (on phone), Ryan Ebert, Jim Patrico, Mindy Ward, David Ekstrom, Pam Caraway, Josh Flint

GUESTS PRESENT: Amy Roady- AAEA Membership Chair; JoAnn Alumbaugh; Kelly Schwalbe- PIF Trustee Chair; Gil Gullickson; Tyler Harris; Alexa Nordwald-intern; Cheyenne Dunn-intern

STAFF PRESENT: Charles Hall, Ellie Watson, Samantha Kilgore (on phone)

**8:00 AM – Call to Order**

J. Deering

*Julie Deering called the meeting to order at 8:02 a.m. pacific time starting with introductions from the room.*

**Presidents Update**

*Julie Deering gave a brief update to the board regarding the state of AAEA and its programs. She updated on the successes of the year, including the 400-member mark being reached, 5 new SIGs, Southeast Regional Workshop, Byline podcast and mentor program. Julie gave a brief update on the financials, stressed importance of meeting sponsorships and discussed the reserves plan that was put in place to move all AMS income over \$15,000 to a reserves fund.*

Approve Minutes from April 13 Meeting --

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**\*\*ACTION NEEDED:** Approval

*Mike Wilson made a motion to approve the minutes as written, Mindy seconded. Without discussion, the motion passed.*

AAEA Financial Review & Proposed 18-month budget

S. Kilgore

**\*\*ACTION NEEDED:** Budget Approval

*Samantha gave an overview of AAEA's financials over the phone. Membership income was up overall. Overall YTD income of 175,000. AMS income was \$20,000 less than expected/budgeted. Need to get corporate sponsorships back up to \$70,000; push for more contest entries; an additional 100 members this year. The board questioned the spending of the budget and called for a line by line evaluation of spending. Julie moved to pull together a Non-Dues Revenue Subcommittee consisting of Mike, Pam, Josh, Mindy, Julie and Jessie Scott. Jim moved to postpone the budget vote until the fall meeting; Mike seconded; none opposed. The board agreed to revise the budget and take another look at the fall business meeting.*

**8:25 AM -- Committee Reports and Discussion**

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- Advisory – Christy Lee

*Christy gave short advisory committee update via phone.*

*Subcommittees:*

Nominating Committee

**\*\*ACTION NEEDED:** Approval of proposed slate

*Julie updated on proposed Board slate (4 new members- Gil Gullickson (VP), Martha Mintz, Jennifer Kiel and Chris Clayton). Jim Patrico motioned to approve the proposed slate, Mike Wilson seconded. All in favor.*

- Affiliate Advisory – Pam Caraway

*Pam Caraway updated on committee. They met twice since the last board meeting; primary focus was discussing how associations and checkoff employees “fit” in the new membership categories.*

- Member Services – Joann Alumbaugh

*Subcommittees*

Special Interest Groups- Gil Gullickson

*Gil updated on SIGs and reported on the Facebook groups for each SIG as well as meetings scheduled for AMS.*

Communications and Podcast – Byline in Brief

*JoAnn updated on The Byline and communications. Should we evaluate the frequency of The Byline?*

Ethics

*JoAnn updated on Ethics, no ethics complaints had been received since last meeting.*

- Membership – Amy Roady

*Amy Roady gave membership report. Stressed membership’s value to overall budget. Reported the success of the 400-member goal and encouraged members to keep up the good work. The board discussed the “conversion rate” of first time members and discussed how to keep first-timers involved. Suggested pairing first timers with the AAEA Fellows.*

- Membership Task Force – Amy Roady

*Amy gave update on the efforts of the taskforce to prepare for membership category vote.*

- Future Ag Communicators – Laurie Bedord

*JoAnn gave a general update on committee including the scholarships. Both interns introduced themselves to the board and gave a report on their summer internship experience.*

- International – Kurt Lawton

*Julie gave brief report on Kurt's behalf. She updated on 2018 IFAJ in the Netherlands, and said efforts were moving toward planning of 2019 IFAJ in Minnesota.*

- AAEA Sponsorships- Samantha Kilgore/Lyle Orwig/Jessie Scott

*Samantha gave sponsorship update over the phone. Need to get corporate sponsorships back up to \$70,000. Create sponsorship strategy to get more members involved.*

- Legacy- Larry Dreiling

*Betsy Freese gave report on awards for Tuesday night banquet.*

- Awards Update – Jim Patrico

*Subcommittees: Writing | Photo | DSM | MarComm | Design*

*Jim Patrico gave update on awards. A new co-chair is needed for design, photo, writing and general awards category. Awards entries were up overall.*

- PIF – Kelly Schwalbe

*Kelly gave short PIF committee report and discussed 2018 funded projects.*

#### **Ad Hoc Committees Update**

- 2019 IFAJ – Kurt Lawton, Carey Brown
- AAEA 100 – Holly Martin

*Julie gave short report on Milwaukee 2020; "Birthday Party" celebration of organization's history; Jim Patrico updated on AAEA 100 book- good progress.*

- AMS Steering Committee –Julie Deering

*Subcommittees:*

*INFOEXPO- Lon Tonnesson | Program – Barb Anderson | Other AMS Updates?*

*Julie gave report on AMS updates; ACE inclusion in AMS 2018; about 780 total attendees.*

#### **Other Business:**

**AAEA Business Meeting** – procedure, discussion, walk through.

Samantha/Julie

*Julie Deering explained the business meeting process for the membership vote. Amy reiterated the importance of being unified in the message shared. The steps taken to get to this vote were explained. Board members were reminded of all the ways members could have learned about or questioned the categories (non-binding poll; The Byline articles; webinar; FAQs on website; etc)*

*Pam made a motion to adjourn meeting; Mindy seconded; Meeting adjourned at 11:22 a.m.*