



**AAEA: The Agricultural Communicators Network
Fall Board Meeting Agenda**

Tuesday, Oct. 23, 2018 | 8:00 AM – 3:00 PM | Maschoffs HQ – Carlyle, IL

AAEA Board, PIF Chair, Invited Members, Guests

BOARD OF DIRECTORS IN ATTENDANCE: Julie Deering, Christy Lee, Gil Gullickson, Martha Mintz, Chris Clayton, Mindy Ward, Bill Spiegel (on phone), Pam Caraway (on phone), Josh Flint, Jennifer Kiel (on phone)

OTHER GUESTS: Mike Wilson, Ad Hoc Finance Committee Chair, Holly Spangler, Communications Chair

GUESTS ON PHONE: Kerri Lotven, Amy Roady

STAFF: Samantha Kilgore, Ellie Watson

Call to Order - C. Lee

Christy Lee called the meeting to order at 8:10 a.m. central time with introductions from the group.

Presidents Update – C. Lee

Christy gave an update and thanked Josh for the use of The Maschoffs, and stressed the importance of the meeting/financial situation.

Approve Minutes from August 5 Meeting – S. Kilgore

pgs 2-5

Samantha presented the minutes from the August 5 board meeting to the group. Martha motioned to approved the minutes as written, Julie seconded. Minutes were approved with no discussion.

AAEA Financial Update:

AMS Distribution Report – S. Kilgore /C. Lee

Samantha and Christy gave a quick report form AMS Steering Committee meeting. AMS had a net profit of roughly \$2,000, which meant that any revenue distribution from AMS to AAEA and LPC would have to come through reserves. This will be the 3rd year AMS has dipped into reserves to pay out to the owner orgs. Christy mentioned that if it happens again, the AAEA and LPC might not receive any revenue, to preserve the financial health of AMS. AMS has issues an RFP for official management for the 2020 and 2021 years due to Diane retiring from LPC.

Ad Hoc Committee Report - M. Wilson/J. Flint

pgs 6-11

Mike Wilson and Josh Flint reviewed the AAEA Expenses Ad Hoc Committee report. The committee, after an extensive call decided to focus on awards contest expenses and how to manage those. Overall, the contest costs AAEA roughly \$50,000, and entry fees only bring in \$26,000. Sponsorships help, but given the nature of the industry, it is less likely these sponsorships will continue, so it is recommended that the contest become sustainable without them.

Other suggestions included: Simplify contest rules/regulations; Implement marketing to make wins more prestigious and add higher value to contest

From there, AAEA moved into overall awards committee reports as noted.

After some discussion on the value of the awards program and the need for it to balance financially, there was a motion to establish judges fees at a maximum of \$200, and to create sliding scale based on number of entries judged. The second part of the motion was to set awards contest fees at the following rates:

Marcomm - \$35

Design - \$25

Digital & Social Media and Writing - \$30

Photo - \$15

The motion was seconded, there was no discussion, and the motion was passed by all.

Membership Report – Amy Roady

pgs 12-13

****ACTION NEEDED: Approval of membership rates**

Amy Roady and Mike Wilson (co-chairs) gave membership report according to attachment below. Mike also handed out a ‘welcome new member’ letter as well as a ‘recruitment’ letter for feedback from the board. Priorities for membership committee are to retain the new folks and do a better job of getting them involved in the association.

Membership committee proposed increases to the membership fees. This is the first increase since 2011. This increase also includes more money to PIF via memberships by increasing the donation from \$5/member to \$10/member. After some discussion, there was a motion to accept the following new membership rates.

Editorial | Associate | Partner – \$235 before Jan 1 - \$260 after.

Freelance - \$150 before Jan 1, \$175 after

Student - \$50

Retiree - \$110

\$50 first year discount for Editorial/Assoc/Partner members.

The motion was seconded, there was no discussion, and the motion passed.

The membership committee also noted some suggested changes to language in the constitution regarding retired members. This was tabled for spring board meeting.

Finalize 2019 Budget

The 2019 budget was reviewed by the board and staff. There were still some questions by executive committee for ASG management team. There was a motion to table the approval of the budget until Christy and Julie could get with Charles Hall from ASG to discuss management fees for both awards contest and the association. This would happen within the next two weeks. Motion seconded, no discussion, all approved.

Addendum- On Nov. 7, 2018, at 2 p.m., the following board members met via conference call: Mindy, Martha, Christy, Jennifer, Chris, David, Julie, Gil, Pam and Josh.

The motion was made by Julie Deering to approve the budget as amended, including ASG's proposal for sponsorships. Gil Gullickson seconded. Motion passed.

Committee Reports and Discussion

- **Advisory – G. Gullickson/Julie Deering**
Julie reported that AAEA and LPC executive groups are in early discussions of joining groups or combining management. The board discussed and agreed to further these conversations with LPC. Julie proposed the board create a nominating committee made up of three members (2 editorial, one other) plus the past president to handle nomination of new board members. The board agreed. Under the Bylaws, the current president can select the people to fill that slot. AAEA will still do a call for nominations for board leadership, and staff will work with AAEA pres to set staggered rotations for the nominees.
- **Affiliate Advisory – P. Caraway**
Pam reported the committee is splitting into two because of the new membership categories: Partner Advisory and MarComm Awards Committees. Sorting members onto the correct committee based on member type is in progress. Marcomm awards hoping to be more robust, and to promote individual competitions; accrue points and increase interest in program through creating a 'master marcomm' award or something of that nature.
- **Member Services – Julie Deering (new chair)**
Julie reported that she and Jennifer Shike are the new committee co-chairs.

Subcommittees

Special Interest Groups- Tyler Harris (new chair)

pgs 19-21

Gil reported that he will no longer be serving as chair, and Tyler Harris was stepping into the chair role. The board discussed the goal of the SIGs, determined it was education and professional development, and agreed to open the Editors SIG to all editors (commercial or otherwise). See attached report.

Communications and Podcast – Byline in Brief – Holly Spangler

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Holly presented the Byline report and asked for feedback on the podcast. Board discussed more potential topics for Byline, and ways to increase readership. Suggested to pick one article topic and have as subject line, instead of "the Byline in Brief". Board directed Partner Advisory Committee to help AAEA create a marketing plan to increase brand awareness and publicity for valuable programs. See attached report.

Ethics – G. Horstmeier

Christy updated that G. Horstmeier is in progress of updating the ethics docs to match the new member types.

- **Future Ag Communicators – Laurie Bedord** pgs 23-26
Samantha reviewed the committee report provided by Laurie. Intern host company applications totaled seven companies, up from three in 2018. See attached report.
- **International – Kurt Lawton**

- IFAJ Update – Kurt Lawton pgs 30-31
Samantha reviewed the committee report provided by Kurt. Progress has begun on IFAJ 2019. The sponsorship committee is working to obtain sponsorships; education and tours scheduling are in progress. See attached report.
- AMS Steering Committee – Christy Lee/ Julie Deering/ Kurt Lawton
This was reviewed in the earlier conversations.
- AAEA100 – Holly Martin
AAEA100 have plans and structure under way for the 100th celebration in Milwaukee. Christy to reach out to Holly to get more detail so the hotel and facilities can accommodate the 100th celebration plans (birthday party, wall or museum of docs.) Samantha reminded the board that there is nearly \$15,000 set aside for AAEA100 programs.
- AAEA Sponsorships- Jessie Scott pgs 27-29
AAEA sponsorships are under way, approximately \$4000 committed to date. Jessie and committee are reaching out to past sponsors and potential contacts. There were some suggestions to make edits to the sponsorship flyer. Josh and Pam and partner advisory committee to review with Jessie. Mike Wilson and Holly Spangler to talk to BASF at end of the month to increase sponsorship. There was a suggestion to create an industry topic directory from sponsors to make available to editors, and as an increased value for sponsors. Board suggested doing a survey of some of our larger sponsors to see what they would find valuable by way of sponsor benefits.
- Legacy- Larry Dreiling
Ellie provided an update from Larry. He is searching for more members to be a part of the committee.
- PIF – Kelly Schwalbe
Samantha provided an update from Kelly. PIF is gearing up for fall fundraising efforts; a committee led by Rick Purnell has been formed to make guidelines for how to allocate funds; PIF is coordinating with other committees to promote participation in its stipend/awards programs.

Julie motioned to adjourn the meeting. Martha seconded. All in favor. The meeting was adjourned at 2:59 p.m. central time.