



Kentucky Association of Government Communicators

Board of Directors Meeting

Capitol Annex, Frankfort

April 12, 2011

“What more can we do for our members?”

The following were present for the meeting: Matthew Tungate, President; Regina Ramirez, Secretary; Andrea Clifford, Director; Jamie Ball, Director; Sallie Showalter, Director; Corey Kline, Director; Brian Blank, Vice President for Programs; Anya Weber, Vice President of Administration

Eight of nine voting members of the Board of Directors were present.

Call to Order

Matthew Tungate, President, called the meeting to order at 11:50 a.m.

Approval of Minutes (Jan. 12, 2011) The board approved the March 9, 2011 minutes. Motion approved by Anya Weber, seconded by Corey Kline

Membership Update No Update. Matt will send an updated list next week of current members.

Treasurer's Report: Treasurer was not present. Matt stated our account exceeds \$6,000 and our CD is valued at \$2,279.

Committee Updates:

Promotion: Brian (Chair), Anya, Corey, Sallie

- Committee has not met.
- Email will be sent for the next Member Brown Bag Lunch meeting. Pat Stipes with the Kentucky Department of Tourism will be the guest speaker. “Making the Most Out of Every Media Opportunity”

Spring Conference : Andrea (Chair), Jamie, Corey, Regina

Will be addressed in “Old Business”

Fall Conference: Matt (Chair), Sandy, Sallie, Rob

- Committee has not met yet. Will meet soon.

Awards: Anya (Chair), Matt, Jamie, Sandy

- Discussion of time table for awards ceremony. Will remain connected to Christmas Party, gives more purpose to party and is a cost saving option verses separate events. This could change in the future.
- Advertise Awards Competition at Spring Conference if possible, depends on timeline.

Membership: Rob (Chair), Regina, Andrea, Brian

- Committee has not met yet.
- Regina will send out internal email on conference material she created for board members to post at their places of work to advertise the Spring Conference.
- Old Facebook page still on to-do list for Matt

Old Business:

Spring Conference: Location, schedule, and speakers are set.

- Corey is waiting on bios and photos from her speakers.
- Discussed speaker gift ideas. Some ideas included: flash drives, ornaments, KAGC swag, gift certificates.
- Regina asked about the possibility of obtaining sponsors. We could offer different levels that could include: speaking to the conference audience, banners placed in conference room for advertisement, flyers or swag added to our conference bags for each attendee by the sponsor. Sponsor could offer to sponsor the conference breakfast.
- Regina will work on a possible sponsors list to send out to other Spring Conference committee members to contact to try to obtain sponsorship.
- Possible sponsors: Rebecca Ruth, Ky. Proud, Doe Anderson, and New West.
- Jamie will be the point of contact the week before the conference and on conference day for the caterer.
- Regina will send out a PDF and JPEG version of the Conference Registration Forms, Schedules, and Save the Date for board members to advertise at their workplaces.
- Conference survey, members will look at past surveys to create questions. Brian Blank will assist on creating survey.

Motion: Motion made to set a limit on speaker's gifts for the conference. Limit is set at \$25.00

New Business:

Membership Surveys :

- Idea to create a survey on "What members would like to see moving forward from KAGC." Brian Blank will assist.
- Anya would like to offer surveys for webinar ideas and conference topics through a survey site, such as Survey Monkey.

Next Meeting Location: Matt nominated Rob Weber to pick our next meeting location.

Adjournment

Motion to Adjourn was moved by Brian, Matt seconded the motion. Meeting adjourned at 12:49 p.m.

Next Board Meeting: The next Board meeting is scheduled for Wednesday, May 11, 2011 at 11:30 am. Location TBA.