



Kentucky Association of Government Communicators Board of Directors Meeting

"What more can we do for our members?"

The Meeting House

April 11, 2012

The following were present for the meeting: Anya Weber, President; Matthew Tungate, Immediate Past President; Andrea Clifford, Vice-President for Administration; Rob Weber, Treasurer; Jamie Neal, Director; Regina Ramirez, Director; Sallie Showalter, Director; Shannon Ramsey, Director; Robin Hartman, Secretary

Call to Order

Anya Weber, President, called the meeting to order at 11:47 am

Approval of Minutes (Feb. 8, 2012)

Motion to accept the minutes by Andrea; 2nd by Shannon.

Treasurer's Report:

Rob Weber, Treasurer, reported KAGC has a balance on hand of \$10,248.40. Last month's expenses included \$70 for a PO Box, and \$286.49 for the webinar fee and speaker's meal.

Membership Update:

Rob Weber, Treasurer, reported KAGC has 51 members. Ten members are anticipated from KYTC. The membership contest helped increase members from 30 to 51. Anya reported that members were gained from Bud Kraft's office, as a result of winning the contest.

Committee Reports:

Awards – Jamie Neal reported that the Call for Entries notice has been sent. The awards are scheduled for Friday, May 18th at 3:00 following the conference. She said very few entries have been submitted so far. The deadline is April 20. Matthew Tungate reminded the group that we can expect fewer entries this year because of the date change and the short amount of time since the last awards event. Jamie reported that the judges are being confirmed, but that the judge for the photography section is not available. She asked for suggestions and will research Eddie Boden, suggested by Shannon.

The Spring Conference - Scheduled for May 18 in Frankfort, to be held at AOC. Anya Weber reported that the speakers and a tentative menu have been set. Registration forms and flyers are in process and should be ready by next week's meeting. A save the date notice has been sent. Information will be posted on the website. She reported that we expect 50-60 attendees. She asked the board to consider the following:

- \$120 for gift cards for speakers
- \$20 for the purchase of a speaker's book
- Obtaining 14 tumblers for give-a-ways
- The fee of \$30 for early registration (by May 4) for members
- The fee of \$80 for early registration (by May 4) for nonmembers
- The fee of \$40 for late registration (after May 4) for members
- The fee of \$100 for late registration (after May 4) for nonmembers
- The fee of \$150 for office registration

Andrea Clifford made a motion to accept; Sallie made the 2nd motion; all approved.

Outreach – Shannon reported that the Facebook page had been updated and that the logo contest would be removed and replaced with spring conference information. She provided examples of logos

that have been submitted as part of the contest. Each board member discussed their top favorites. It was decided that those top favorites would be sent to the board for voting. A deadline of Friday was set. Any suggested that we recognize those that entered the contest. A discussion on the tumblers was tabled until a decision is made on the logo.

Educational Content - Andrea Clifford reported that the March 21st meeting at KYTC with Jason Falls, Social Media Explorer, was one of the largest attended meetings. We received a number of good comments, the PowerPoint presentation was posted online, and our Facebook views were up when it was posted.

Brian reported that the April meeting would include a presentation by John Roberts regarding mobile platforms.

The suggestion was made that several monthly meetings be planned now before the spring conference. The board is to email Andrea with ideas for speakers.

Sallie reported on the member survey results, and provided the board with a report. 47 people participated. A drawing will be held at the April monthly meeting for all those that participated. It was agreed that the information will be beneficial as we plan future meetings and conferences.

New Business:

Anya suggested having a Facebook contest, with a drawing from those who “like” the page. A discussion was held around the purpose of a drawing. A decision was made to wait until after June, since a number of contests and drawings have been held recently.

Adjourn:

- Motion to adjourn by Anya; 2nd by Andrea. Adjournment at 1 pm

Next Board Meeting

- Wednesday, May 9, 2012 at 11:30 am. Location TBD.