



Kentucky Association of Government Communicators

Board of Directors Meeting

Capitol Annex, Frankfort

May 11, 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; Anya Weber, Vice President of Administration; Rob Weber, Treasurer

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

Call to Order

Matthew Tungate, President, called the meeting to order at 11:40 a.m.

Approval of Minutes (April 12, 2011) The board approved the April 12, 2011 minutes.

Motion: to amend minutes for last month concerning awards. Ideas were discussed last month, and the committee did not finalize decisions on award process. Motion by Anya, 2nd by Sallie.

Membership Update No Update. Matt will send an updated list next week of current members. Andrea will send a spreadsheet about who has paid for the Spring Conference.

Treasurer’s Report: Treasurer passed out detailed monthly reports. We currently have \$7,580 plus \$800 additional for PayPal. Sandy is working on getting PayPal account switched from Scarlett’s name to Rob’s. The CD term is up this month.

Motion: To Renew CD for a 12 Month term. Matt made the motion and Andrea seconded.

Committee Updates:

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

- Committee has not met.
- We will rethink how this committee can work.

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.
- Matt had an idea for a “Career Advancement” themed Conference. What services are out there to help you in your career. Send any additional ideas to Matt.

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

Motion: to amend minutes for last month concerning awards. Ideas were discussed last month, and did not finalize decisions on award process. Motion by Anya, 2nd by Sallie.

- Ideas for the Awards are to: keep the current timeline for this year’s awards, call for entries in August, same pattern for the last 2 years. Next big step is to send out a call for entries next year in January for next year. Committee is working on studying award categories and tweaking the entry form. Last year the club made \$1,100 in entry fees.

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

- Committee has had online idea discussions on how to improve membership. Below are some of the ideas being discussed:
 - Do our emails/calls for new members reach an appropriately wide audience?

- Should members automatically be sent a bill at the start of the year for dues rather than our waiting to see if they take the initiative to remain in the club?
- Should guests be recognized at each meeting and offered info about the association?
- Should the holiday reception also double as an open house for prospective members?
- Would rotating meeting sites help lure new members?
- Create a member spotlight, to feature a member on our website. Have them say a little about their job, how they became involved, how long they have been involved. It may build an interest for new members by seeing what existing members think of KAGC.
- Passing out the KAGC info at the monthly meetings, even if we had our website and a little info on a business card that would be great. We could ask each person to take two cards, one for them and one for a friend to share?
- Offer a contest on Facebook to win a membership or conference entrance fee, trivia contest “something where they would have to visit our website to find the answer.” This way they would be sure to check out our website to learn more about us.

Old Business:

- **Spring Conference** is this Friday, May 13, 2011. We currently have 39 registered attendees, and 8 speakers.
 - Committee has meet and prepped swag bags and made final decisions for room prep.
 - Jamie will work with caterer for last minute preparations. We will order 50 lunches.
 - Andrea is going to pick up water bottles, ice and candy on her way to the conference on Friday for an afternoon snack.
 - We will be purchasing the speaker’s gift cards before Friday.
 - Regina will create and print the evaluation form for the conference.
 - Rob will provide a check for the caterer.
 - Jamie will send out an email with detailed directions to the conference site and will make some signs.
 - Committee will arrive at 7:15 on Friday to make final prep for conference.
- **Duplicate Facebook page** has been fixed, old one still exists, Matt is working on removing members from old page to ensure visitors visit the new one.
- **Membership Surveys**
We will table this until Brian is able to work on it.
- **Missing Board Member Photo**
Jamie will turn her photo in soon

New Business:

PayPal on website: Matt will check with Sandy on how to update it.

Reschedule meeting to Monday, June 6 or Tuesday, June 7.

The board voted on Tuesday, June 7, Motion made by Sallie to accept, 2nd by Jamie.

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

Adjournment

Motion to Adjourn was moved by Andrea, Rob seconded the motion. Meeting adjourned at 12:30 p.m.

Next Board Meeting: The next Board meeting is scheduled for Tuesday June 7, 2011 at 11:30 am.
Location TBA.