



Kentucky Association of Government Communicators Board of Directors Meeting

Applebee's, Frankfort

Sept. 13, 2011

“What more can we do for our members?”

The following were present for the meeting: Matthew Tungate, President; Regina Ramirez, Secretary; Brian Blank, Vice President of Programs; Anya Weber, Vice President of Administration; Rob Weber, Treasurer; Jamie Ball, Director; Corey Kline, Director; Sallie Showalter, Director; Sandra Gardner, Immediate Past President

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

Call to Order

Matthew Tungate, President, called the meeting to order at 11:45 a.m.

Approval of Minutes (Aug. 10, 2011) The Board approved the Aug. 10, 2011, minutes.

Motion: Motion to accept minutes by Jamie, 2nd by Corey.

Membership Update Three new members. Two of the new members, Elizabeth Schmitz and Merin Roseman with Kentucky Environmental Education, joined after attending the August KAGC luncheon. The other new member, Alan Reed, is with Adair County Schools. LFUCG is not renewing its memberships due to tight budget.

Treasurer's Report: Treasurer reported we currently have \$8,522.35. This total does not include the CD.

Committee Reports:

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

- Luncheon speakers for Aug. 21 luncheon are with the Kentucky Lottery

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

- Yep, still awesome.

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

- Nov. 4 target date for the conference
- Sandra is checking on venues, including Crowne Plaza in Louisville, Shaker Village with KSU and the Transportation Cabinet as possible backups. Transportation Cabinet is available for Oct. 28
- Committee is considering dual-track sessions
- Emails have been sent to the state trainers who are potential conference speakers.

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

- No entries yet
- The committee needs to update the evaluation sheets and select judges.

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

- Nothing to report (Side note: Awesome anyway.)

Old Business:

Membership Surveys/Promotion

- Discussion about survey –
 - What do we want to do with the data? How do we want to use it? Do we want to use it as an opportunity to remind people about the upcoming fall conference? (Brian)

- Maybe ask members what they get out of their membership – Why are people members? What about a non-member component to the survey? Would we like to hear why people are not members? (Matt)
- What about using it to plan for the upcoming conference? (Sandra)
- What about bringing in a members-only speaker? (Anya)
- Do we want to promote the fall conference at the October luncheon?
- Want to take advantage of having survey expert at Fish and Wildlife

New Business:

- Promotion/incentive ideas discussed: Split up listserv and send an individualized email to each person to personally invite him/her to the next luncheon (Corey); Make an announcement at each luncheon about joining KAGC (Rob); Money basket idea from Corey – Luncheon attendees put money in basket and then we draw a winner for the money in the basket at a future luncheon. If the person is not present, the pot continues to grow until we get a winner.
- The board needs to consider ideas regarding promotions/incentives for joining KAGC. Submit ideas to the Board or email them to Corey.
- All officers have to decide what role they would like on the board for next year.
- Sandra brought up the holiday reception. The board discussed having the reception at Berry Hill. We need to check on the Schaaf Award.

Next Meeting Location: Sandra Gardner picked Miguel's.

Adjournment

Motion to Adjourn was moved by Corey, Rob seconded the motion. Meeting adjourned at 1 p.m.

Next Board Meeting: The next Board meeting is scheduled for Tuesday, Oct. 11, 2011, at 11:30 a.m. at Miguel's.