



Kentucky Association of Government Communicators Board of Directors Meeting

"What more can we do for our members?"

Mero Street Café

February 8, 2012

The following were present for the meeting: Anya Weber, President; Andrea Clifford, Vice-President for Administration; Brian Blank, Vice-President of Programs; Rob Weber, Treasurer; Jamie Ball, Director; Sallie Showalter, Director; Shannon Ramsey, Director; Robin Hartman, Secretary

Call to Order

Anya Weber, President, called the meeting to order at 11:59 am

Approval of Minutes (Jan. 11, 2011)

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

Treasurer's Report:

Rob Weber, Treasurer, reported KAGC has a balance on hand of \$8,502.18 as of Jan. 31, 2011. Total payouts included \$166.09 for the reception at Berry Hill and for poinsettias. A transfer from Paypal of \$48.28 for membership fees has been added to the balance. An additional \$500 in checks and Paypal transfers are outstanding and will be deposited.

Membership Update:

Rob Weber, Treasurer, reported KAGC has 15 members. All renewals and/or new members should submit new forms. A membership contest will be held for anyone who submits their membership by February 29, and will include a \$25 gift certificate from a business of their choice. Jamie will head up the contest.

Committee Reports:

Spring Conference and Awards – The Spring Conference is tentatively planned for May 18 in Frankfort. The committee is researching location ideas. KACO is not an option. A "save-the-date" and a "call for entries" message will be sent. Sallie suggested that we change the awards entry form and ask for pdfs of entries so we can showcase the winners. Jamie will research availability of AOC. The conference committee welcomes topic, speaker and resource suggestions.

Outreach – The committee has drafted ideas, including the purchase of give-a-ways (tumblers were discussed) for conferences, meetings, etc. Brian suggested having the KAGC website QR code printed on give-a-ways. Fish & Wildlife has bags available, per Brian. Jamie will be joining the committee.

Educational Content - The committee met today and has started a planning calendar for all 2012 meetings. A member-interest survey is planned via listserv. Andrea suggested a \$25 gift card drawing be provided for those who complete the survey. The February meeting is the 15th at Garcia's with Stephanie Steitzer. The March meeting is the 21st at KYTC (Room C107) with Jason Falls, Social Media Explorer. COT will be invited to present at a monthly meeting to discuss email distribution, social media policies, etc. If interest is high, they may be considered for the Spring Conference as well.

Old Business:

Webpage -

- CMS access forms were handed out
- Ted Sloan is spotlighted on the KAGC website. The board welcomes ideas for future member spotlights.

Schaaf Award –

- SPJ president Adam Baker of WLEX-TV has reported that the board is meeting this month to discuss the award and they feel they are on track to bring the award back online.

New Business:

Resolution Letter –

- A resolution letter and proclamation are being developed in honor of KAGC's 25th anniversary.

New logo –

- Shannon will work on a new KAGC logo in honor of the anniversary. Decisions around the new logo were deferred to the Outreach Committee.

Lunch for Speakers –

- Andrea made the motion that lunch be provided for speakers at the monthly meeting; 2nd by Shannon. Passed by the full board.

Adjourn:

- Motion to adjourn by Andrea; 2nd by Robin. Adjournment at 1:00 pm

Next Board Meeting

- Wednesday, March 14, 2012 at 11:30 am. China Buffet, 1300 US Highway 127 S, Frankfort.