

IABC Great Plains

Board Meeting Minutes

Aug. 29, 2017

National Energy Center of Excellence – Room 303, 12-1 p.m.

Invited: Erin Huntimer, Chris Gessele, Jill Beilke, Krista Rausch, Lacey Lange, Annette Schilling

I. Call to order

President Chris Gessele called the meeting to order at 12:08 p.m.

II. Roll call (4 board members constitutes a quorum)

Members present were Erin Huntimer, Jill Beilke, Krista Rausch and Lacy Lange.

III. Portfolios

The members approved the 2017-2018 board slate – Erin Huntimer (Past President), Chris Gessele (President), Jill (President Elect), Krista Rausch (Secretary), Lacey Lange (Treasurer/Professional Development Assistant), Annette Schilling (Professional Development).

The board agreed to submit monthly portfolio reports at least one day prior to each meeting.

IV. Open issues

- 1. Roles and responsibilities:** Board members agreed to their roles and responsibilities.
- 2. Document sharing:** The board agreed to continue housing documents on Google Drive. Chris and Erin cannot access Google Drive at work. The other board members agreed to send them documents if needed.
- 3. PD/event schedule:** The board discussed the tentative schedule for professional development events.

- *Sept. 21, 2017 – Beers with Peers*
- *October 19, 2017 – Social Media: When Personal Opinions and Company Image Overlap*
- *November – Communicate Stronger*
- *Dec. 14, 2017 – Tech Topics: Going Live, FB 360, Snap Specs, 3D Printers*
- *Jan. 18, 2018 – Bismarck Larks: Filling the Stands and Lessons Learned*
- *Feb. 15, 2018 – Digital Advertising 2.0*
- *Topic: Digital Advertising 2.0*
- *March 15, 2018 – Marketing to Women (International Women’s Month)*
- *April 19, 2018 – SEO: What to Know*

- *May 17, 2018 – Lunch with our Bunch (Social Networking)*

The board discussed ways to promote IABC Great Plains events. Krista suggested using Constant Contact to send out bulk e-mails. She explained that it would make it easier to maintain the distribution list. Members can subscribe and unsubscribe independently. It would also provide a more attractive format. Photos, links and descriptions of past and future events could be included. The e-mail could be sent once monthly. Lacey will contact Kay LaCoe to see if she has an expanded distribution list. She will provide this to Krista. Jill suggested using paid ads to increase exposure on Facebook. This may help with recruitment efforts. Jill will provide Krista with the IABC credit card information. Krista will sign up for one-year of Constant Contact and begin promoting IABC events through paid ads on Facebook.

Krista suggested promoting IABC to the business and communications departments at the University of Mary. She was first introduced to IABC in one of her communications classes. She suggested hosting a professional development event or lunch. She will contact Karel Sovak, Jamie Meier or Amy Hollar to determine interest. Lacey suggested hosting a similar event at Bismarck State College. She will contact the communications department to determine interest.

4. Communicate Stronger

1. *Erin suggested Annie Meehan as a keynote possibility. Meehan is a motivational/inspirational speaker from Minneapolis.*

V. Action items

- *Lacey will contact Kay LaCoe to see if she has an expanded distribution list. She will provide this to Krista.*
- *Jill will provide Krista with the IABC credit card information.*
- *Krista will sign up for one-year of Constant Contact and begin promoting IABC events through paid ads on Facebook.*
- *Krista will contact Karel Sovak, Jamie Meier or Amy Hollar at U-Mary to determine interest of hosting a potential PD event or lunch.*
- *Lacey will contact the BSC communications department to determine interest.*

VI. Adjournment

5. *Meeting adjourned at 1:15 p.m. by Chris.*