

**Communications Focus Area Committee
Meeting Minutes
AISWCD Quarterly Board
Northfield Inn, Springfield, IL
March 12, 2013**

Members/Advisors Present

Sue Davis
Dan Doedtman
Dan Duval
Amy Ishmael
Carlyn Light
Steve Stierwalt, Chairperson
Kenny Vosholler
Gina Bean
Lonnie Wilson

Members/Advisors Absent

Tom Anderson
Angela Biggs, NRCS
Ken Kesler
Mark Roth
Sarah Seelbach, IEPA

Chairman Steve Stierwalt called the meeting to order. Sue Davis did the Roll Call.

Approval of the Agenda- A motion was made by Dan Doedtman and seconded by Carlyn Light with the change of letting Gina Bean give her report first, motion carried.

Approval of Minutes- A motion was made by Kenny Vosholler and seconded by Dan Doedtman to approve the December 10, 2012 minutes as presented, motion carried.

FY 2013 Annual Meeting Sponsorships-Gina Bean gave a presentation about the sponsors that she has for the upcoming Annual Meeting in July. She asked for some suggestions from the group about any other sponsors that she could contact. The following were suggested:

- Bass Pro Shops
- Menards
- Springfield Plastics
- Wal-Mart
- Pepsi and Coke

OLD BUSINESS

Strategic Planning Goals- Chairman Stierwalt commented and the group agreed that they liked the Dot Points being sent out after Quarterly Board so everyone knew what went on at the meeting. Lonnie Wilson discussed Social Media and how the AISWCD is using it. The new website should be up and going within 90 days. Another new feature is using Facebook for Action Alerts especially for Legislation that pertains to Soil and Water. The Facebook page has been very effective recently in reaching a lot of people in a very short time. Lonnie would like to see the AISWCD expand and possibly start using texts to send out Action Alerts and also start using Twitter. Lonnie discussed what Gina Bean is doing to create mapping on the AISWCD website to be able to look things up that pertain to your area. They hope to be able to show the new AISWCD website to all attending the Annual Meeting.

Dot Point Highlights- The group looked over the Dot Points and agreed they are very important to continue to do.

Land Use Council Updates- It was recommended to make sure and invite Legislators to Land Use Council meetings. Lonnie is trying to go to as many Land Use Council meetings as possible in the State. There was discussion of inviting Legislators to the Farm Family Banquet for families that either win or are nominated. And to also have pictures taken with the Legislators.

Farm Bureau Support- Steve Stierwalt and Tom Beyers have talked to local Farm Bureaus to try and get support from them. The plan is to work with them to get a specific resolution that the Illinois Farm Bureau will support for Soil and Water.

NEW BUSINESS

Creation of List Serve for Directors- Steve Stierwalt discussed the possibility of creating a List Serve for all Directors to sign up for to keep them all up-to-date on all activities of the AISWCD and any other action items, etc. Directors would be asked if they wanted to submit their email to be included on this list. A motion was made by Kenny Vosholler and seconded by Dan Doedtman to discuss the

creation of the List Serve for Directors that would include the following: Dot Points from Quarterly Board, Action Alerts for Legislative Issues, and Rich's Reports, etc. Motion carried.

Video Conferencing- Ivan Dozier, NRCS State Conservationist reported to the Executive Committee that NRCS has 14 locations that have video conferencing available. This could possibly be used for Land Use Council meetings or for training.

A motion was made by Dan Doedtman to adjourn and seconded by Kenny Vosholler, motion carried.

Submitted by: Sue M. Davis
AC, Christian County SWCD