

Meeting Notes for the:

February 12, 2018 – Communications Committee Conference Call/Meeting, 4:30pm

Attendees: Carol Miklos, Joel Page, Steve Clark

Issued: 4/01/2018

Location: Scott + Partners Office or via phone

Meeting Agenda

1. Web site:

- a. Forms – Joel will follow up with Paul on form development and possible costs and implementation dates. Forms discussed include:
 - i. Merchandise form for - for sale items.
 - ii. Employment want ads.
 - iii. Events form for the calendar.

These are forms that can be easily filled out and submitted where no money transaction takes place. Where there is money to be taken there is less of a need to have an online interactive form since the money and information need to be handled and reviewed off line. If credit cards are ever used the form and method of interaction may change.

- b. Head shots for members. Income around 1,000/year. Can this process be implemented and managed without a lot of behind the scenes time? There is a concern about the quality of the photos, what actually gets submitted etc. Some oversight will be required but can it be minimal enough to justify a free head shot?
- c. Member Firms – need to complete web change to remove this category. Joel to follow up with Paul on the status of the content removal.
- d. Content review and updating. Develop strategy to tackle small pieces/areas of content known to require immediate changes those areas should be flagged and addressed as soon as possible. In addition to the immediate changes a long term review process should be undertaken. What is the best strategy for this review? Could Carol be hired as a consultant post ED transition?
- e. Web site budget Review. Joel to work with Paul to develop a list of changes and costs.
- f. Banner style advertising. What are the remaining advertising opportunities and how can a banner ad be used most effectively?

2. Newsletter – Proposed newsletter publish dates: 1/31, 6/30, 10/31.

Possible Articles/ Items:

- BBD Conference – Carol
- Axis Lighting Trip - Carol
- Grass Roots - Joel
- Public Policy Committee – goals, past efforts, Statute of Limitations, Good Samaritan

- AIA National News items? State Government Conference, National Conference? Policy changes?
 - Code changes in 2018.
 - AIA document changes summary or link to National.
 - Collective insurance – what AIA has available for services.
 - Contract Seminar - ?
 - ACX Conference - ?
 - EPN - ?
3. Facebook? Linked In., Instagram? Joel would like to discuss the pluses and minuses of social media management at the next meeting. As we jump into these formats can we manage these well enough to make them of value?
 4. Adjourn – 5:30 pm.