

2019 AGLow Mid-Winter Board Meeting  
March 8, 2019

Present: J. Lantz, D. Stefanich, T. Lesmeister, H. Hudson, M. Smith, D. Barus, J. Huff, M. Strand.

Absent: B. Bonar, B. Smith, G. N-ski, M. Schoonveld

Proxies: N-ski to Hudson

The meeting was called to order by Dan Stefanich at 2:07pm

2018 Annual Meeting Minutes: A motion was made by Barus, 2<sup>nd</sup> by Lantz to accept the 2018 Annual Meeting Minutes. Motion passed.

Committee Reports: A motion was made by Barus, 2<sup>nd</sup> by Lantz to accept the committee reports as submitted. Motion passed.

Old Business:

Board member qualification amendment. An amendment to the bylaws was submitted that would allow member types other than "Active and Retired Media Members" to serve on the board of directors. A motion was made to accept the amendment by Lantz, 2<sup>nd</sup> by Hudson. Motion passed.

This amendment will now be advertised in Horizons and then put to a vote of the general membership.

Action Items:

Vice President vacancy: Due to the resignation of Chris Jennings, current Vice President, the executive committee convened on February 18, 2019 to address filling the vacancy. The recommendation of the Executive Committee is to move Tim Lesmeister (current Treasurer) to the Vice President position and appoint Ken Perrotte to the Treasurer position.

A motion was made by Hudson, 2<sup>nd</sup> by Barus to accept the Executive Committee recommendation to appoint Tim Lesmeister as Vice President and Ken Perrotte as Treasurer. Motion passed.

New Members: A motion was made by Lantz, 2<sup>nd</sup> by Barus to accept all of the new members.

Annual Conference Fees: There was discussion regarding raising the annual conference fees. It was suggested by Lantz that the Conference Committee look at the fee structure of sister organizations and make a recommendation to the board at the Annual Meeting in Lacrosse, Wisconsin for the fee structure of the 2020 conference.

A motion was made by Lantz, 2<sup>nd</sup> by Strand to leave the 2019 conference fee at \$100 across the board. Motion passed.

New Business:

Social Media Influencer Amendment:

An amendment was presented by Lantz to allow Social Media Influencers as a membership category. There was much discussion to make the new category inclusive of all digital platforms, not just social media, and to make sure it is content created by the prospective member.

Lantz recommended that he be allowed to revise this amendment to possibly replace the current membership categories of "Digital Media Specialist" and "Website Content Director".

Stefanich also recommended that these prospects be carefully vetted as many "Influencers" hire content creators to manage their social media output.

Other New Business:

Both the Media Member Recruitment and Corporate Member Recruitment committees had included in their reports a request for some sort of incentive program for existing members who refer new members to AGLow.

A motion was made by Lesmeister, 2<sup>nd</sup> by Lantz to create an incentive program that would credit an existing member \$50 for one referral and \$100 for two referral of new members, of any membership classification, whether Media, Corporate, Tourism, etc., toward that members subsequent year membership dues.

Motion passed.

A motion was made by Lantz, 2<sup>nd</sup> by Lesmeister to recess the meeting until new verbiage for the Social Media Influencer Amendment could be presented by email to the board. Motion passed. The meeting was recessed at 3:05pm

The meeting was reconvened via email on March 12, 2019. The following verbiage was submitted by J. Lantz for the Media Member Category Amendment:

## **2. Membership Requirements**

### **a) Active Media Membership Requirements**

**xiii) Digital Content Creator: Communicators engaged in creating original outdoor related content for distribution through digital channels, including social media, will qualify for active media membership if he or she provides documentation of the following:**

- 1. Creation of informational or educational writing, images, videos, audio recordings or podcasts.**
- 2. Compensation for writing, photos, videos, audio recordings, podcasts, speaking or appearances.**
- 3. Distribution of;**
  - a. A minimum of 100 pieces of original digital content of an outdoor nature across one or more social media platforms in the past 12 month period.**

**OR**

**b. 24 URL's of digital content of an outdoor nature in the past 12 month period.**

Motion to accept this verbiage was made by D. Barus, Second by M. Strand. Motion passed.

This amendment will also be advertised in Horizons and then put to a vote of the general membership.

Motion to adjourn was made by J. Lantz, Second by M. Strand. Motion passed and the meeting was adjourned March 21, 2019 at 9:27am.