

MINUTES  
COMMUNICATIONS COMMITTEE MEETING  
NORTH CAROLINA NATIONAL GUARD ASSOCIATION  
1 AUGUST 12

The above named committee met on the date indicated on call of Committee Chairman Phillip Kerr. The meeting was conducted via tele-conference and the following members participated:

Chairman Phillip Kerr, Scott Schnack and Dai Hilton. President Ronnie Honeycutt and NCNGA Staff Members Adene Tyler and Kathy Ford also participated.

Bryan Finch, Tom Innes, Robert Jordan, Tasheenia Bennett, Joel Bolton (deployed), Michael Hamilton, Tim Hitch (school), Elliott Marks and Jack Potvin were unable to participate.

Chairman Kerr declared a quorum present and convened the meeting at 2:10 p.m.

Chairman Kerr noted that the duties and responsibilities of the committee, and the 2012 Committee Annual Report had been sent to all members.

Committee Schnack related that he had made contact with two vendors (CustomInk and E-Graphics). Both companies would be able to set up a storefront for selling promotional items. We would establish the pricing and the companies would take a percentage of sales. He stated that we would need the assistance of a graphics artist to design the merchandise. No upfront monies or inventory would be required.

The committee then discussed their goals for the upcoming year. Chairman Kerr referred the members to a breakout of individual duties established by the last committee (attached). While reviewing the list, Chairman Kerr commented that the website, Facebook, Twitter and the magazine are the most important tools we have to communicate with our membership. Schnack commented that Chris Shigas, a marketing consultant, had met with the previous committee and presented an introductory marketing presentation.

The ability to receive online payments was discussed next. It was noted that the Association will be responsible for receiving the registrations for the Combined Ball in 2013, and the ability to accept payments online would be very beneficial. Chairman Kerr commented that Pay Pal and Google Checkout are two of the better sources regarding security issues. Staff Member Ford stated that she has been researching different sources and software programs that would allow us to accept payments online.

Chairman Kerr stated that he felt one of our goals should be to get E-commerce up and running, and Schnack suggested we improve our infrastructure. The cost of printing and mailing the magazine was discussed, and Schnack stated that we could possibly hire someone to manage the website if the magazine costs were eliminated.

President Honeycutt suggested that the committee establish their goals for the next two years. He related that the goals did not have to include the carry over goals of the previous committee. Chairman Kerr agreed and stated this will be reviewed again during the next meeting. He then requested that Schnack prepare a proposal for online stores for presentation to the committee and the Executive Council.

Schnack commented that he would like to devise another contest on the website, which should increase traffic. It was suggested that the contest also be published in the magazine. Some suggestions for the contest were graphics for e-commerce, and submitting quarterly articles (best article wins). Committeemen Schnack and Hilton were tasked with determining contest subject and criteria.

The committee briefly discussed online payments again. Chairman Kerr will work with Staff Member Ford on obtaining a SSL certificate and researching on-line payment options.

The next meeting was scheduled for September 18, 2012 at 1:00 p.m. at the Association Headquarters in Raleigh.

There was no further business to come before the committee and the meeting was adjourned at 3:15 p.m.

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Adene T. Tyler  
Executive Director