

**Communications Committee**  
**Minutes**  
**IAR Summer Meetings - Governance Meetings**  
**Bridges Bay Resort, Arnolds Park, Iowa**  
**June 6, 2023 9 a.m.**

Chair Diana Symonds called the meeting to order at 9:04 a.m.

Diana Symonds read the Anti-Trust Statement

Roll call taken by Ashlee Kieler.

Present: Diana Symonds, Kendra Mulcahy, Nick Polum, Melissa Ihnen, Brad Brissey, Charlene Austin, Jill Hartke and Jennifer Weigel

Motion to approve the minutes from Capitol Conference meeting, seconded and motion carried.

Diana introduced vice chair and past chair; and new marketing project manager, Ashley Lupkes.

Diana introduces Marketing and Communications Director Ashlee Kieler to give an update on marketing department direction.

Ashlee provides a brief update that the Communications Strategic Plan has been completed and is being reviewed by staff and leadership.

Discussed the content strategy of the marketing department - content packages that meet members where they are.

Update on adding a calendar to the IAR website, including a proposal from Blue Compass and embedding a Google Calendar.

Discussed an upcoming member survey on their preference for communication. Asked members to provide sample questions they'd like to see asked.

Ashley Lupkes provides an update on the direction of our social media channels. New cohesive, energetic posts.

Brief discussion on upcoming events, including Summer Meeting recap, convention planning and summer of service initiatives.

Kendra discusses the communication committee contact cards available to committee members.

Open discussion included questions about calendar preferences and the deletion of old information from the website.

Meeting was adjourned at 9:19 a.m.