

**MINUTES**  
 NSGA Board Meeting  
 April 2, 2019  
 By Conference Call

Attendees	Present	Regrets	Absent
Bruce, Sarah (ex-officio)	X		
Buckton, Bob	X		
Fairty, Shawn	X		
Gauthier, Matt	X		
Heeringa, Sonja		X	
Jeacle, Brett	X		
Hope, Chris	X		
Port, Wade	X		
Vissers, Chiel		X	
Winter, Buck	X		

Agenda #	Agenda Item
<b>1. GOVERNANCE ITEMS:</b>	
1.1	Agenda Approved
1.2	March 19, 2019 Minutes Approved
<b>2. GENERAL BUSINESS</b>	
2.1	<p>Marketing 2019/20 – The following was provided by Carly O’Brien, Intrigue Media for board discussion:</p> <p><i>1) What amount are they comfortable investing in digital marketing between August 2019-July 2020?</i></p> <p><i>2) In which of the following objectives would they like those funds invested:</i></p> <p><i>(a) General marketing and brand awareness to the general public about the benefits of natural turfgrass sod?</i></p> <p><i>(b) Drive traffic to the where to buy sod page of the nsga website?</i></p> <p><i>(c) Build a content library for NSGA members to use</i></p> <p><i>(d) General marketing and brand awareness to decision makers like landscape architects, sports field managers</i></p> <p>The board prioritized the items in the following manner #1 (c) build content library for member use to demonstrate membership value, #2 (d) create strategy to influence professional decision makers, #3 (b) drive traffic to where to buy sod, #4 (a) build public awareness of benefits of sod.</p> <p>Discussion Notes: consumer perception of sod is biggest threat, consumer perception drives municipal demand, “turfgrass sod” relevant search keyword? continue to build on website content, content needed for professionals such as spec sheet, sod establishment, split Resources page into Consumers and Professionals, quick how-to videos, share in TPI research on public perception. Board approved investing \$600-1200 for IM MAP. Carly-Casey to communicate on TPI available resources, Carly-Brett to communicate on previous MAP and board goals.</p> <p>Action Items: Sarah to contact Carly re: priority list, contacting TPI and Brett prior to MAP. Sarah to contact GTI regarding revising sod specs and creating downloadable pdf.</p>
2.2	<p>Membership Fee Structure 2019/20 – Matt provided estimate of revenues based on \$2.00/acre reporting. Decision was that it would be difficult to audit reporting accuracy and as 2-4% across the board category increase would net the same revenue increase that the decision would be for a 3% increase to all categories, Associate Member renewal set at \$375.00. An additional category of 1500+ at \$1800 will be created. To encourage members to report in the correct category messaging will be added that membership fees</p>

	<p>go to the promotion of sod.  Action Item – Sarah to send out membership renewal based on 3% increase.</p>
2.3	<p>Finances &amp; Budget 2019/20 – Financial report to March 15, 2019 was presented as well as budget based on 2 &amp; 4% revenue increases. As membership revenue was discussed in Item 2.2, expenses were reviewed. There were no areas of concern.</p>
	<p>Sonja reported in by email to say that Scott Christopher is very unhappy with his thought that the board never looked into crop insurance for sod.  Action Item: Sarah to review Minutes to see what the outcome was on crop insurance investigation and to ask Kurt Vanclief what he recalls.</p>