

NASTF Communications Team
Conference Call Meeting
June 7, 2017

Attending:

Jessie Korosec, Indep. Co-Chair
Rick Layton
Chris Messer

Skip Potter, Executive Dir.

Absent:

Valerie Sullivan, OEM Co-chair

Korosec convened the meeting at 11:01am Eastern time.

Potter reviewed conclusions from the April Strategic Planning Retreat and the subsequent adoption by the NASTF Board of Directors as they relate to the Communications Team:

- a. Marketing NASTF and improving the OEM/technician relationship are still a communications priority
- b. NASTF project committees will be renamed "teams"
- c. Team members are encouraged to submit agenda items and meeting minutes will make ACTION ITEMS more prominent and accountable
- d. Communications Team members will be invited to the private Team_Communications Channel in the NASTF Slack collaboration tool.

ACTION ITEM: Potter to send Team_Comm invitations

- e. A "Website Refresh Workgroup" will be formed to include two members from each NASTF Project Team and will coordinate recommendations from the Communications Team regarding website design and from the other project Teams regarding web page content.

A fact was not lost on the Communications Team that the Strategic Plan places so much priority on NASTF marketing, yet only 3 of 37 NASTF leaders invited to attend this meeting actually attended.

ACTION ITEM: Potter to inform the Board of this concern.

There was no new business.

The meeting was adjourned at 11:23am ET.

NEXT COMMUNICATIONS TEAM MEETING: 11am ET/8am PT, Wednesday, August 30, 2017

NASTF Fall 2017 General Meeting: 1-4:30pm PT, Wednesday, Nov 1, 2017, Las Vegas