

Communications Committee Minutes

July 18, 2022

Present: Amy Haskins, chair; Rick Blum, Ann Nelson, Kay Simmons, members; Liz Deterding, board liaison; Eric Holmer, staff liaison, Jake Steidl, media intern

1. Amy called the meeting to order.
2. Eric offered devotions.
3. Minutes of the June meeting were approved, with one correction.
4. Video updates
 - a. Amy commended Eric and the communications team on the video announcements.
 - b. Eric reported that the former library at the Madison campus has been successfully converted to a video studio with permanent cameras, mics, lighting and teleprompter. Eric is writing a grant request to the Good Shepherd foundation to complete the furnishing of the studio.
 - c. Rick is scheduling members and staff to make the video announcements. The committee agreed that the announcer should be related to announcements, where possible. Announcers will include members and staff.
 - d. A video will be shown at the upcoming Annual Meeting that will demonstrate how Good Shepherd welcomed one new member into the congregation.
 - e. Member stories will be featured in future videos.
 - f. Pastor Joe and Lynn will record a video on his progress, what aphasia is and how the congregation can help.
5. Website updates. Jake reported that the more popular posts are those recapping events. The photo of Pastor Sheryl from 35 years ago was a popular recent post. Posts will continue at a rate of one per day.
6. Board of Directors report. Liz reported that there were no updates from the June meeting.
7. Old business:
 - a. Member directory – Liz reported that the Hospitality Committee wants to encourage members to post photos of themselves in Breeze. To facilitate that, photo booths will be set up after the Sept. 18 service at Madison and after the two Sept. 25 services at Verona. Amy will request communications related to the photos booths and posting photos to Breeze.
 - b. Bulletin inserts, currently two panels, will be expanded to four panels, using existing content. Expanded bulletin inserts will start in September.
8. Future calendar:
 - a. Music Monday will continue throughout the summer.
 - b. New employees will be announcers in future video announcements as a way to introduce them to the congregation.
 - c. Annual Meeting preparation is underway.
9. The next meeting will be Monday, Aug. 15. Amy will offer devotions.
10. Board approval requests or recommendations: None requested at this time.

Minutes submitted by Ann Nelson.