

Communications Committee

May 19, 2020, Noon

Zoom conference call

Attending: Chris Brinkman (chair), Eric Holmer (staff), Alvis Koedam, Rick Blum, Kay Simmons, Sarah Iverson, Sara McCormack (board liason), Andrew Seaborg (board Pres)

Executive Summary:

The communications committee met via ZOOM on May 19. We began with a timely devotion lead by Eric Holmer reflecting on Job 42. The committee recommended communicating about continued building closures as soon as possible via enews and the Messenger. A survey is being crafted to address needs/wish list for continued online programing this will also appear in the Messenger with a follow-up via email. We did some brainstorming for story highlights to be featured at the June Congregational town hall. Discussed the possibilities of a drive-in service, vendor fair, keeping the Messenger in the 4-page format, changes in the APP/ website hosting. Please see full notes for details. We closed with the Lord's prayer.

Next meeting June 16, Zoom

Meeting Notes:

"New" business

- Executive committee report
 - Rick shared agreements from Executive Committee and COVID-19 Task force
 - Indefintely: No LIVE (in-person) events at either campus, church buildings closed with the exception of the Food Pantry at Madison and FP garden at Verona, small groups should continue to meet online, Streaming worship services will continue
 - Pr. Chris writing a letter to explain to be published in the enews and Messenger, Andrew and Pr. Chris will sign, committee recommends that this be published as soon as possible
 - Reasoning for continued closure: task force feels there will be a surge in the next 30 days, closure continues out of and "abundance of caution" also expressed concerns of cleaning and providing exceptions
 - Messaging: same for all, clear NO answer to any on campus activities with the exceptions of Food Pantry (see above)
 - Based on CDC, ELCA and other large churches best practices
- Possible SURVEY topics/needs
 - Eric: we have metrics and quantities of usage... What's missing? Looking for actionable questions for the next months activities, looking for more quality answers not just quantity data

- Discussed possibly polling select members to get a better percentage response – continued with decision to poll all members
- What’s the timing? In May Messenger (published next week) with follow-up email the following week.
- 5 questions, Rick and staff will work on this and run by the group
 - What are hot buttons?
 - 1. Given guidelines what do members need?
 - 2. Worship/timing
 - 3. Would you like more or less zoom programing?
 - Board planning an online Town Hall meeting Sunday, June 28 to approved the next budget, should include chat, Andrew requested ideas of services, events, members to highlight via video as an intro and/or support for the financials given at this meeting. Here are notes from the chat function in zoom:

- *Here’s Sarah Iverson story ideas*

-

- *Folks worshipping with us from afar that used to live here - Caitlin Olson a 28 year old in Northern WI, the Hernandez in CA, Wengerts in NC.*

-

- *A Tour of the building with Rick Thomas - searching for the church mice.*

-

- *The power of music - worship, the hymn sing we did, band videos, playlist, choir practice, etc.*

-

- *Behind the scenes of worship -*

-

- *How different ministries are touching people - 10:00 prayer hour, reaching out to our health care folks, the AMPED small groups, men’s small group, Joanne and I did a think for mom’s last week that ended up being pretty powerful.*

-

- *A day in the life of Eric Holmer - Ken Burns style.*

- Listen by phone an option (not addressed at the meeting)
- Drive-in service interest, ideas?
 - Possibility of obtaining an AM/FM transmitter
 - There would be no building access, no restroom access, is this OK?
 - Possibility of renting another parking lot to do congregation wide service (Alliant, JMM, etc)
- Outdoor/parking lot vendor fair (similar to events at St. Maria Goretti, St. John in Waunakee)
 - Early in idea generating phase, would support small businesses of members (Bailey’s Run expressed interest)
 - will come back to committee to discuss messaging
 - likely held at Verona campus

- after meeting side note: alcohol not allowed on GS campuses per bylaws

“Old” Business

- Messenger – continue as 4-pager or return to 12 page format?
 - Keep Messenger 4 pager during pandemic for sure (less taxing on staff, no volunteers needed)
 - 12 pager had stories and features, this is missing in 4-page format,
 - Could 4-pager tease features/highlight a ministry video or online feature?
 - Take this opportunity to think outside the Messenger for communications
 -
- APP feedback
 - Eric is looking to into changes in website hosting, possibly using Subsplash for all hosting this will require some time resources in migration from current Wordpress format. He was continuing to research before making a decision.
- Database sorting
 - Donna Maysack has been working hard on this in the last weeks, took membership from 8500 people to more accurate 5744 number, this work is continuing....
- Reaching out to new members (Hospitality committee is working on this)

Next meeting moving to 3rd week of the month provides better timing given the meeting times of the executive committee, COVID-task force and Board meeting, **June 16 via zoom**

Closing prayer – Lord’s prayer

Submit announcements, print and electronic communication requests using the online form available at <http://gslcwi.com/communications> or by sending an email to communications@gslcwi.com

Messenger Deadlines 2020 for reference:

June Messenger

Deadline May 19, Print May 26

July Messenger

Deadline June 16, Print June 23

August Messenger

Deadline July **21**, Print July 28

September Messenger

Deadline August 25, Print September 1

October Messenger

Deadline September **22**, Print September 29

November Messenger

Deadline October 20, Print October 27

December Messenger

Deadline Tuesday, November 17, Print November 24

January Messenger

Deadline Tuesday, December 15, Print Tuesday, December 22

Not mailed until December 29