

Communications Committee Meeting Agenda
Wednesday, July 15, 2020
Zoom – 12 noon – 1:15p

Attendance: Alvis Koedam, Kay Simmons, Ann Nelson (guest), Eric Holmer, Brook Themar, Rick Blum, Sarah Iverson, Sara McCormack.

1. Sara opened the meeting with a devotion.
2. Eric reviewed the Summer Video Projects.
 - a. Generosity Projects – We will engage the congregation in the fall by telling members' stories. The theme is *Count me IN, God!*
 - b. Pastor Interview Series – these will showcase each of our pastors (except Pr. Joe) as a way to connect with our members during COVID-19.
 - c. Garden Project – Brooke reviewed this project. She has some good video shot, and will edit over the next two weeks.
 - d. Re-releasing Town Hall videos in eNews.
3. COVID-19/Reopening
 - a. Sara and Rick gave an Overview of the need the board sees to create plans for our future, based on the four phases of the pandemic: 1 Stay Home, 2 Stay Safe, 3 Stay Cautions and 4 Stay Alert. While the county moved to Phase 2, we are treating it as Phase 1 due to the recent resurgence. The ideas and questions that the pastors, directors and staff created were presented to the COVID-19 task force for feedback and approval in the areas of Worship, Programming, Facilities and Communications. They will now go to the Executive Committee for approval, then to the newly-created Reopening Task Force to be fleshed out.
 - b. Eric discussed the Communications Strategy for the congregational pamphlet that Rick produced and the COVID-19 task force endorsed. It will be publicized via e-news, the Messenger and social media next week, and a link on the home page will be provided. The pastors will highlight it during worship and provide some context.
4. Brooke reviewed the Subsplash Deep Dive that has been in the works. Many of the changes will be aesthetic, with improvements in navigation and the search function.
5. Rick indicated that Little Blessings Preschool is opening this fall. Registrations are full at the Verona campus, but we still have openings at the Madison campus and need to market for them to be filled. We will use word of mouth, FB and other social media and plan to email past parents to support us and spread the word that we're open. We can get a list of these parents from Jodi. We might also see if these parents are tagged in Breeze, and reach out to a variety of other congregations without preschools. There will be Hello, Goodbye information regarding Jodi's retirement, and announcing the hiring of Devora in this week's e-news.
6. Eric announced that we are still working on a Drive-in Movie to be shown on August 7 in Verona at Country View Elementary. However, use of their parking lot may require school board approval. If we have this approval in time, we are set with a screen, projector and AM transmitter and will publicize the movie in the August Messenger with a July 28 deadline.

7. Eric has received word that the Wednesday night Preaching Series will focus on Romans – Good News in Hard Times, and will be publicized in e-news. He encouraged us to watch and share these services with others. Rick has asked the committee to watch tonight to see if watchability of the service is affected by Pr. Chris wearing the required mask.

Since we went from one Sunday service at 10:30 to two at 9:00 and 10:30, Rick and Eric asked for feedback on whether it is important to make the 10:30 service look more live. The consensus is that it is, and could increase our views. Eric will invest additional time to see if the enhancement helps.

8. Rick noted that Fall Planning will be determined by which phase we are in:
 - a. Church School
 - b. Virtual Ministry Fair – if we move forward with this, we could set separate ZOOM calls for each committee and/or ministry in late September. Sara would like to see it happen as part of our shared leadership model and will reach out to David Vogt, the chair of the Committee on Committees to get his read.
 - c. Confirmation on Reformation Sunday – Becca and Sarah I. are working on this.
 - d. Possible streaming from Madison – it was generally agreed that services and/or streaming from Madison campus is desirable. We would need to invest roughly \$5-\$10,000 to create a recording station. Rick and Eric will look into funding. This would allow us to alternate campuses for online services, which could be important to Madison attendees.
9. Rick enumerated several events that are on the horizon, but on hold due to the pandemic:
 - a. Reformation Sunday: 10/25
 - b. All Saints/Beyond Annual Celebration: 11/1
 - c. Christ the King: 11/22
 - d. Advent begins: 11/29
10. Eric appreciates the committee for its feedback. We discussed expanding our committee roster, perhaps based on projects. Additional members could be called into service for specific writing, video or technology tasks, but not necessarily be regular committee members. We could merge the technology committee with ours, but not all technology issues relate to communications, and not all of its members want to participate in a regular committee. We also need a committee chair.
11. Kay serves on the Foundation’s Development committee and has some updates that she would like included in the Messenger. Because this is now four pages instead of 12, it was recommended that these be put into e-news and on social media. She will send in the updates.
12. We closed with the Lord’s prayer.

Respectfully submitted,

Sara McCormack
Board representative