

Communications Committee Minutes

Aug. 15, 2022

Present: Amy Haskins, chair; Rick Blum, Ann Nelson, Katie Rather, Kay Simmons, members; Liz Deterding, board liaison; Eric Holmer, staff liaison

1. Amy called the meeting to order.
2. Amy offered devotions.
3. Minutes of the July meeting were approved.
4. Video updates - Eric
 - a. Video announcements featuring different members of the congregation and staff have been well received. Rick is recruiting spokespersons for opening and closing the video announcements. Amy will record next one. Others suggested include: preschool teachers, middle- or high-school students, food pantry volunteer, music ministry member, Primetimer and clothes closet volunteer.
 - b. Jake Steidl, media intern, accepted a full-time position and left Good Shepherd. Emma Conway will return as media intern in the fall.
 - c. Jake worked on a video of Pastor Joe and Lynn explaining what members need to know about aphasia. The video will be emailed to all members of the congregation. Video will be used for future temple talks.
 - d. Grant funds from the Foundation will be used to complete the new studio.
 - e. September videos will thank congregation for capital contributions. October videos will feature stories related to the capital campaign.
5. Website and social media updates – Rick
 - a. Online attendance was solid throughout the summer. There are some issues with “ghost” views from out of the country that affect viewership reports. Combined viewership from all three platforms – Boxcast, YouTube and Facebook – averages 200 – 250 per week.
 - b. Social media views were up while Jake was posting. Views on Facebook and Instagram for the high school trip increased viewership.
6. Board of Directors report. Liz reported that there were no updates. The board will be reviewing the strategic plan presented at the Annual Meeting.
7. Old business:
 - a. Member directory – Liz reported that the Hospitality Committee did not meet in July. She will work with the committee on a plan and timeline for getting photos and information on Breeze. The goal is to replace a printed directory. Breeze currently is used primarily by staff for creating mailing lists.
8. Future calendar – Rick
 - a. Music Monday will continue through the end of August.
 - b. Worship in the Park will end at the end of August.
 - c. Church school and fall event rollouts will be discussed by staff.
9. The next meeting will be Monday, Sept. 19. Liz will offer devotions. Katie and Kay will be absent.
10. Board approval requests or recommendations: None requested at this time.
11. Amy closed with the Lord’s Prayer.

Minutes submitted by Ann Nelson.