

Communications Committee Minutes

Dec. 23, 2020

Present: Members Amy Haskins (chair), Kirsten Alsworth, Ann Nelson, Katie Rather, Kay Simmons; staff Rick Blum, Eric Holmer; board liaison Sara McCormack

1. Amy Haskins opened the meeting and announced the resignation of Alvis Koedam. Amy has thanked him for his service.
2. Opening devotion and prayer was offered by Sara McCormack.
3. Minutes of the November meeting were approved.
4. Eric Holmer presented updates on several video projects, including:
 - a. Christmas Concert was recorded and aired online, where viewership has continued after the live event. The concert will be broadcast on Fox 47 at 7 a.m., Dec. 24, and 7 a.m., Dec. 25.
 - b. Christmas Worship Services with communion have been recorded for 10:30 a.m., 4:30 p.m. and 6 p.m. on Christmas Eve. A service without communion will be broadcast at 9 p.m. on Fox 47. Print ads appeared in the Wisconsin State Journal and the Verona Press.
 - c. Little Blessings held a Christmas program online.
 - d. Keeping Neighbors Connected video was shot and broadcast online.
 - e. A Count Me In video wrap-up video was presented on Nov. 22.
 - f. Finance and Hospitality committees will create videos in January. Foundation will create a video in the first quarter of 2021.
 - g. Annual Meeting likely will include video highlights from the past year.
 - h. A welcome video was shot for the website.
5. Website maintenance and review:
 - a. Eric will remove Christmas themes and events from the website.
 - b. Eric reported that some behind-the-scenes changes will be made to the website in January to improve speed and performance.
6. Sara reported that the Covid Task Force will meet Jan. 10 to discuss current situation and the possibility of reopening for small groups. A Covid best practices video produced for November will be repurposed for reopening, according to Rick. The video will be sent to individuals with their registration confirmation for events.
7. Upcoming events: Rick reported that the Annual Meeting will be held Feb. 7. The meeting will feature board nominees and highlights of the previous year. The meeting will be recorded. Rick asked for feedback on a format that will allow for synchronous communications. Rick will be editing the annual report, with Kay and Ann volunteering to assist. The committee's annual report will be prepared by Amy and Rick.
8. Future: Church will be engaged in strategic planning process in 2021. The committee should anticipate what activities and resources will be needed in the future.
9. Next meeting will be Wednesday, Jan. 13. Eric will offer the devotion.

Action items:

Amy and Rick will prepare committee's annual report to the congregation.

Kay and Ann will assist Rick in editing the annual report.