

Communications Committee Minutes

Nov. 18, 2020

Present: Members Amy Haskins, Alvis Koedem, Ann Nelson, Katie Rather, Kay Simmons; staff Rick Blum, Eric Holmer; board liaison Sara McCormack

1. Amy Haskins opened the meeting with a welcome to Katie Rather, a new committee member.
2. Opening devotion and prayer was offered by Sara McCormack.
3. Minutes of the October meeting were approved.
4. Eric Holmer presented updates on several video projects, including:
 - a. COVID 19 Best Practices video – shot but on hold with recent changes to the guidelines. With the situation changing, it's unlikely that the video will be needed for several months, according to Rick Blum.
 - b. Baptism videos will be limited to parents, siblings and sponsors.
 - c. Several videos will be produced for Advent, including announcements for Sunday services that will be recorded by various staff members.
 - d. Eric has reached out to Finance and Hospitality committees regarding videos.
 - e. Video to recruit website volunteers is on hold.
 - f. A wrap-up to the Count Me In campaign will be shot.
 - g. Music videos shot over the summer will be broadcast during upcoming services.
 - h. Kay Simmons noted that the Foundation is interested in a video.

Rick Blum reported that new cameras for the Madison and Verona locations have been installed. A third camera will be installed at Madison before Christmas.

5. Board meeting updates were discussed with the video projects. Sara McCormack and Rick Blum reported that the COVID-19 Task Force met and made changes to the reopening plan, in light of Governor Evers' recent announcement and Dane County's new restrictions on indoor meetings. Little Blessings will require children (ages 2 – 4) to wear masks. Backup volunteer families will be recruited for the Thanksgiving dinner, which will be offered to go. As noted, the Best Practices for Small Groups video is on hold. Staff is to be empowered to act according to their comfort level regarding virus precautions.
6. Website maintenance and review. Eric is in the process of changing the home page to include current events. Alvis Koedem is taking new photos of the staff for the website. Staff is working on an embeddable calendar using the existing Breeze system. A new platform will be needed for administering room reservations as the existing software is being phased out.
7. Upcoming events:
 - a. Thanksgiving to go – Rick Blum and Rick Thomas, director of outreach and facilities, put together a plan for safely conducting the delivery of meals. A press release was sent to media, with media coverage expected.
 - b. Advent – the Messenger will be four or eight pages to accommodate Advent announcements. Articles will direct readers to the website for more information. The

Advent devotional book is nearly complete, with the need for some additional devotions.

Rick Blum reported that Good Shepherd will broadcast a service at 9 p.m. Christmas Eve on Fox 47. A Christmas concert will be broadcast at 7 a.m. on Christmas Eve and Christmas Day. Rick will be sending titles and descriptions to Fox 47 this week, with Amy reviewing. The committee discussed possible titles. Promotional videos will be written and produced by the committee.

Eric reported that a sign promoting the broadcast will be installed at the corner of Raymond Road and Whitney Way. A spotlight and large star will be installed to draw attention to the sign. Sara suggested including all the channels Fox 47 will be broadcasting on in the newsletter and weekly emails. Rick will be checking with Fox 47 to see if they will allow Good Shepherd to broadcast the programs on YouTube and Facebook.

Two live services will be broadcast on YouTube and Facebook on Christmas Eve.

8. Sign proposal – The electronic signs proposed for the Madison and Verona campuses are not likely to be acted on. The City of Madison's zoning requirements are quite strict. The Verona campus is currently located in the Town of Verona but likely will be annexed into the City of Verona at some time in the future, when a sign may be considered. Rick Blum reported that the cost of an electronic sign (\$50,000 - \$75,000) is not in the budget.
9. Board approval – No approvals or recommendations are requested.

Action items:

Rick is to write scripts for videos promoting the Christmas Eve and Day broadcasts, with Amy to review.

Amy will respond to Hospitality Committee regarding the sign proposal.

Sara will provide the devotion and prayer at the next meeting.

The next meeting will be Wednesday, Dec. 16, at noon via Zoom.