

Communications Committee Minutes

Oct. 21, 2020

Present: Amy Haskins, Alvis Koedam, Kirsten Alworth, Ann Nelson, members; Sara McCormack, board liaison; Rick Blum, Eric Holmer, staff.

1. Sara welcomed the committee.
2. Opening devotion and prayer were offered by Amy.
3. Chairperson tools: Sara previously met with Amy to discuss these tools.
4. Minutes of the September meeting and previous meetings were approved. Sara will send instructions to Ann for writing an executive summary of the minutes and sending to Bob Beggs for distribution to the board.
5. Video projects: Eric reported on current video projects for generosity stories and hospitality. Church school videos were shared with the committee prior to the meeting. Eric suggested similar videos be produced for adults. One pre-recorded baptism video was shown at previous Sunday's worship. The Finance Committee has also requested a video.
6. Website maintenance: Issue with posting content has been resolved. The engine powering the website will be examined in the first quarter of 2021. The content is fine, but speed is an issue. Making the site user friendly leads to reduced speed. Eric will create a video to recruit volunteers to help with the website.

Staff photos on the website need to be updated. The tentative plan is for Alvis to photograph staff at 11 a.m., Nov. 18.

Kirsten will review website with staff. Eric will create a PowerPoint with screen shots for website training.

7. Calendaring system: Eric discussed Planning Center as a more robust calendaring system used by other congregations. Planning Center has a kiosk function that feeds schedule information to narthex kiosks. It also allows users to add events to personal calendars. Rick will talk with Rick Thomas to see if Planning Center meets his needs.
8. Board of Directors meeting: The Wisconsin Council of Churches is urging churches to physically distance. Good Shepherd is already offering services and programs virtually, so no further action is necessary. Advent and Christmas activities will remain virtual, with the exception of some outdoor and small group activities.

Leaders of small groups meeting indoors will be reminded to keep their guard up.

Some of the singing groups will begin meeting indoors, with restrictions.

One funeral has been scheduled for early November. One outdoor wedding has been held, in addition to the previously mentioned baptism.

Becca Mortenson is working with the Reopening Task Force for periodic AMPED in-person meetings.

An outdoor service with 105 attending was held on Oct. 11. The outdoor service for Oct. 18 was canceled due to inclement weather. Outdoor services are planned for Oct. 25 and Nov. 1, with staff making the call on weather the morning of the services.

A video of a speaker on the topic of loneliness will be shared with a wider audience.

A video of virus-prevention best practices will be created by Eric. Rick will send the established protocols to Amy, who will produce a script for the video.

9. Rick reported that the theme for Advent is "A Weary World Rejoices." A devotion book written by congregation members will be distributed Nov. 29. Eric suggested some of the writers record their stories on audio for a podcast. Video recordings are a possibility as well.

Other Advent events include Blue Christmas on Dec. 16, a concert on Dec. 19, and Christmas Around the Tree on Dec. 20. A calendar of Advent/Christmas events will be published in the December Messenger. Sara suggested a magnet with the Advent theme be created.

Eric introduced the idea of a Good Shepherd Christmas album that would be offered online and possibly as a CD. GS musicians would use music that is in the public domain.

Eric will make the website Christmas focused.

Rick is investigating paying to broadcast the Christmas Eve service or a "lessons in carols" service on one of the local TV subchannels. Various times were discussed. Rick will make a decision soon.

10. Other upcoming events announced include: All Saints Day and Beyond annual celebration on Nov. 1, Giving Sundays Nov. 8 and 15; Christ the King Sunday Nov. 22; Advent begins Nov. 29.

11. Action items:

- Rick to send COVID 19 protocol to Amy, evaluate calendaring systems, purchase broadcast time for Christmas service
- Amy to write script based on COVID 19 protocol
- Sara to send minutes summary instruction to Ann, give devotion at Nov. 18 committee meeting
- Alvis to send older minutes to Ann
- Ann to write minutes, executive summary
- Eric to create video on virus protection steps, add Christmas theme to website, produce a GS Christmas album, review website, receive new equipment for Madison site, produce podcast of Advent devotions, produce Finance Committee video
- Kirsten will review website with staff

12. No approval requests or recommendations need to be sent to the board at this time.

13. Closed with Lord's Prayer.