

## Communications Committee Minutes

Oct. 24, 2022

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

1. Amy called the meeting to order.
2. Eric offered devotions.
3. Minutes of the September meeting were approved.
4. Video updates - Eric
  - a. There will be four capital campaign videos produced. These will be shown during worship services and shared on social media.
  - b. Video highlights of Thanksgiving dinner and Trunk or Treat will be produced. A video will be produced for the Nov. 6 All Saints Sunday, featuring GS members who have passed away in the last year.
5. Amy thanked Eric for his work on the GS Foundation brochure.
6. Amy attended a meeting of all committee chairs. Scott Rogers asked for someone from this committee to assist in making follow-up phone calls for the capital campaign. Ann volunteered.
7. Website and social media updates – Rick
  - a. Video usage is up 23% over a month ago. Instagram and YouTube numbers have increased slightly. Most people find the GSLC website through organic search.
8. Board of Directors report – Rick and Liz
  - a. Construction of a south entrance to the Verona campus will be completed by Thanksgiving, pending approval. There will be an all-congregation meeting Nov. 20 to approve purchase of land and a new sign for the new entrance.
9. Old business – Liz
  - a. Congregation members participated in a photo day Sept. 25 at the Verona campus. The photos will be uploaded into the Breeze directory. Liz talked with a representative of Breeze, who indicated some setting changes were needed for members to make changes to their profiles. Liz will contact Rhonda Beggs, hospitality director, regarding uploading photos before scheduling more photo days.
10. Rick will send press releases to the media regarding Trunk or Treat at both campuses, the all-congregation meeting and Thanksgiving dinner.
11. Future calendar – The next meeting will be Monday, Nov. 21. Amy will offer devotions.
12. Board approval requests or recommendations: None requested at this time.
13. Amy closed with the Lord's Prayer.

Minutes submitted by Ann Nelson.