

## Communications Committee Minutes

Nov. 21, 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. Amy offered devotions.
3. Minutes of the October meeting were approved.
4. Video updates - Eric
  - a. A wrap-up video of the Beyond campaign was produced and shared.
  - b. A video will be produced for Conversation Sunday, Dec. 4.
  - c. Footage from the Thanksgiving dinner was captured.
  - d. Four Advent video conversations centered on the theme of "Waiting Well" will be produced and reinforced with a multi-media campaign.
5. Website and social media updates – Rick
  - a. Rick shared online and in-person attendance figures. Online attendance numbers are solid, as demonstrated by the statistics for the recent all-congregation service.
  - b. Facebook and Instagram numbers – reach is down but visits are up. GS needs help with Instagram to reach younger members and potential members.
  - c. Hosts for online viewers – Liz will approach the Hospitality Committee regarding creating a list of volunteers who can greet online viewers, encourage engagement during the service, and possibly send out an electronic version of the bulletin insert.
6. Board of Directors report – Liz
  - a. The board has not met since our October meeting. The Executive Committee will meet to discuss new entrance to the Verona campus.
7. Old business – Liz
  - a. Breeze directory – Photo days will resume after Christmas. Photos taken this fall will be uploaded to the directory.
8. Future calendar – Rick
  - a. Christmas Eve services will be the same time as last year. One service will be held on the Sundays of Dec. 25 and Jan. 1.
  - b. Advent activities include: Dec. 2. Christmas camp, a fundraiser for the high school group; Dec. 11, Christmas Cabaret at Toot and Kates'; and Dec. 18, kids singing at worship services.
  - c. Next meeting will be Monday, Dec. 19. Eric will offer devotions.
9. Other: The committee discussed signage and communication surrounding the new driveway entrance to the Verona Campus.
10. Board approval requests or recommendations: None requested at this time.
11. Amy closed with the Lord's Prayer.

Minutes submitted by Ann Nelson.