

Communications Committee Meeting Minutes
Monday, Jan. 30, 2023
Zoom – 11 a.m. – 12 p.m.

Members Attending: Eric Holmer, Rick Blum, staff; Amy Haskins, Ann Nelson, Kay Simmons; Liz Deterding, board representative

Not attending: Kirsten Alworth, Katie Rather

1. Welcome Rick

 2. Opening prayer / Devotion Eric
Psalm 83
Angry emotion psalm cards.
Anger is present in the bible.
Find a way to pray for others anger.

 3. Approval of minutes (November meeting)
No objections – approved.

 6. Board meeting updates Liz
 - a. January Meeting
Nothing to report. If anyone has anything they want to bring to the board, let me know.

 4. Video Project updates Eric
 - a. Ongoing Video Projects
Video story highlighting each pillar starting in April.
Location in lobby for people to learn more about the strategic plan.
 - b. Communication Audit Plan (reassignment of Eric's duties)
Eric started field work in January, will be using 10 hours a week at work for pastoral, need to have some jobs assigned to Riley instead.
Eric showed the committee Riley's new job responsibilities. They include:
 1. *Helping improve SEO.*
 2. *Producing the Messenger. (Eric would still handle editorial control. Might lead us to expanding the Messenger)*
 3. *Creating the weekly bulletin insert*
 4. *Creating slides*
 5. *Creating weekly announcement videos.*
 6. *Developing a media library, moving library to Google Photos.*
 7. *Managing the website, including the calendar.*
 8. *Making sure we have supporting literature for the Holy C.O.W.*
 9. *Being a point of contact for Little Blessings promotion.*
- Amy asked how many hours Riley works.*

- c. Lent
 - "The Chosen"*
 - Wednesday noon services (live and online), replayed at 7.*
 - "Finding what you're not looking for."*
- d. Help?
 - 1. *Writers for Lenten devotions*
 - 2. *What's it mean to keep the strategic plan in front of people?*
 - 3. *What are the gaps for our online experience?*
 - Liz – do we have any model congregations?*
 - 1. *Not sure. Not sure how much involvement*
 - 2. *Amy will reach out to Mike to talk about online engagement.*

Amy – What do you hope to do with the strategic plan online?

Eric – Put a wrapper around the plan, break it down to make it more appealing to members. Don't know how to have the congregation engage with the plan.

5. Website and Social Media updates

Rick

- a. Strategic Plan Copy Editing (need volunteers) *(Kay volunteered to copy edit. Finished document Mar. 24.)*

Eric – needs to not look like it was written by committee.

Amy – should we put together a one-pager for the plan?

Eric – I think it would be a good idea. You could put the one-pager in the welcome bag for new members.

Amy – how do we visually show off the Strategic Plan in the lobby?

Eric – Slat wall for pastors, staff and board members. Maybe a different slat wall for strategic plan, with a document holder for the full plan, and another holder for the one pager. (Amy would be willing to work on that and write copy for a one-pager. Amy will try and have that done by next meeting.)

- b. Social Media trends

Rick - Christmas

- c. Website calendar

Amy – where are we on the website calendar?

Eric – poll to staff? Updating it? Amy – you mean fixing it? Eric – Yes.

7. Old Business

Rick

- a. Online Worship Engagement (Worship & Music, Comm. , Hospitality)

8. Future

Calendar

Various

- a. Ash Wednesday, Feb. 22nd
- b. Easter, April 9th

9. Other

Rick

- a. Devotions for February meeting (Amy will do)

b. Next Meeting 2/20/23, 11 a.m.

10. Board approval requests or recommendations

Rick

11. Close with Lord's Prayer

All

Action Items –

Amy – will write content for one-page summary of strategic plan

Kay – will edit strategic plan

February – Visuals for Strategic Plan?

Minutes submitted by Rick Blum.