

## Communications Committee Minutes

July 31, 2023

Present: Amy Haskins, Ann Nelson, Katie Rather, members; Liz Detering, board representative; Eric Holmer, staff liaison

Absent: Kirsten Alworth, Kay Simmons, Rick Blum

1. Amy called the meeting to order.
2. Amy gave opening devotions.
3. June minutes – Amy noted that Liz’s idea about onboarding new members was left off the June agenda. Minutes were approved.
4. Video update – Eric
  - a. After an impersonator sent out a scam email to the congregation the previous week, Eric recorded a video about how to avoid scams. The committee thanked Eric and the staff for their quick response to the scam.
  - b. Generosity videos will relate to the Strategic Planning pillars and will be shown in October. Eric is looking for stories to share.
  - c. The board of directors has asked about a series of videos for lay leader training.
  - d. The Reconciling in Christ group is restarting their efforts. A related video will be produced.
  - e. A video about the Columbarium will be produced and shown on All Saints Sunday.
  - f. The youth group that’s on a mission trip to Pine Ridge Reservation will create a mix of blogs and videos about their experiences.
  - g. Amy complimented Eric on the refugee video shown during the Annual Meeting. She also complimented Eric’s son William for his participation in the announcement video one week.
  - h. Eric commented on the blessing and dedication of the studio that was held in July.
  - i. Liz suggested recruiting people to appear in videos by placing a note at the end of a video and in the Messenger.
  - j. A video and social media effort will be made to lift up the Clothes Closet in August. The Clothes Closet needs clothing and volunteers for the back-to-school season.
  - k. A video wrapping up summer activities, including camps, will be produced.
  - l. The new worship time at the Verona campus will be announced in a video, among other communications.
  - m. A lot of stories have been generated by the Holy Cow ministry, which Eric plans to capture in video.
  - n. Sarah Iverson will be appearing in a video regarding the open position for Children, Youth and Family director. The position will differ from the past.
5. All-congregation communications
  - a. Eric said the staff will be evaluating MailChimp and Breeze for all-congregation communication about topics like the scam alert and annual meeting link.
6. Electronic sign – Eric

- a. Eric is still looking for short and catchy content for the signs. Currently, about four messages rotate.
7. Board of Directors report – Liz
  - a. Liz reported that the board did not meet in July, other than to accept a new member following the Annual Meeting.
8. Old Business
  - a. The Good Shepherd app will be discontinued. Communications will be sent to those who are currently using the app, according to Eric.
9. New business – Eric
  - a. Fall planning is well underway. An Advent theme has been determined. A stand-alone flyer about fall activities and service opportunities will be developed and distributed.
  - b. Little Blessings Preschool has a new website. Committee members are asked to review the site.
  - c. Staff is evaluating Threads, a new social media platform, for communicating with the congregation.
10. Board approval requests or recommendations: None requested at this time.
11. The next meeting will be Monday, Aug. 28. Ann will prepare devotions.
12. Amy closed with the Lord's Prayer.

Action items for the committee:

- Keep eyes and ears open for stories that relate to the Strategic Planning pillars and can be used in videos for the generosity campaign.
- Consider ideas for the electronic signs.
- Review the Little Blessings website, [littleblessingsps.com](http://littleblessingsps.com).

Minutes submitted by Ann Nelson.