

Communications Committee Minutes

May 15, 2023

Present: Ann Nelson, Katie Rather, Kay Simmons members; Rick Blum, Eric Holmer, staff liaisons

Absent: Kirsten Alworth, Amy Haskins, Liz Detering (left early)

1. Rick called the meeting to order.
2. Rick read devotions prepared by Liz
3. April minutes were approved with one correction.
4. Video update – Eric
 - a. Team World Vision – Team World Vision members have been doing the announcement videos. An informational/recruitment video will be recorded May 17.
 - b. Refugee resettlement – A video will be forthcoming as the story develops.
 - c. Strategic Plan – A video highlighting each of the pillars will be created this summer.
 - d. Eric will be producing a video about Pastor Joe and his new responsibilities.
 - e. A video will be produced about the columbarium.
 - f. The Reconciling in Christ initiative will have a new video for the website.
5. Website and social media updates – Rick
 - a. Social media usage was down from April, after Easter. Facebook has remained relatively strong. Online audience is following the established pattern.
6. Electronic sign – Rick
 - a. Eric and Rick asked for feedback regarding the content for the signs. Katie commented that she liked the conversational signs.
7. Board of Directors report – Rick
 - a. The date for the annual congregational meeting has not been set. The Executive Committee will meet the evening of May 15.
 - b. For the Annual Report, Rick is asking each committee or initiative chair to submit three bullet points and a photo in place of the traditional text. A quote may be added. July 9 is the date for reports to be submitted. Ann will assist in editing.
 - c. The Strategic Plan is to be presented to the board June 19. Some of the pillars are more advanced than others.
8. Old business – Rick
 - a. Online worship engagement is being considered by the inreach pillar of the strategic planning process. The committee discussed how and why people choose to worship online. Staff can trace 35 – 40% of viewership to the emails sent out. Others view on Facebook and YouTube, which is more difficult to track. Kay raised the question of how to incorporate communion into the online experience. Kay also asked if GS could survey online worshippers to ask what other services they may be interested in. Eric asked about other pastoral services and how they could be offered.
 - b. A decision about the GS app will be made in the near future. The committee debated the merits of the app versus the staff time to administer.
9. New business – Eric

- a. Eric has developed a plan to increase the engagement of staff and committee members in determining what content is most relevant to the audiences of the various channels. He will meet monthly with staff. The monthly Communications Committee meetings will be moved to the fourth Monday of the month to accommodate the new staff meeting. Eric will consider methods to incorporate committee feedback.
 - b. A stand-alone flier will be developed for summer activities.
 - c. A part-time intern was hired for the summer.
 - d. The June meeting will be Monday, June 26. Eric will offer devotions.
10. Board approval requests or recommendations: None requested at this time.
11. Rick closed with the Lord's Prayer.

Minutes submitted by Ann Nelson.