

## Communications Committee Minutes

Jan. 22, 2024

Present: Amy Haskins, Ann Nelson, Katie Rather, Kay Simmons, members; Liz Detering, board representative; Eric Holmer, Rick Blum, staff representatives

1. Amy called the meeting to order.
2. The group discussed changing the monthly meeting time to 11:30 a.m. Everyone agreed.
3. Eric offered devotions.
4. December committee minutes were approved.
  
5. Board of Directors report – Liz reported that the board has been focused on the pastoral transition and has met with the Transition Team. The team surveyed the board about the congregation's needs and qualifications for a candidate. The team will survey committee chairs and, eventually, the whole congregation.

On Feb. 6 the committee chairs will meet to discuss the pastoral transition and transitioning initiatives of the Strategic Plan to committees. Rick reported that five gaps have been identified in the Strategic Plan. The one most relevant to this committee is digital worship. Currently, 40% of worshippers are online. Not much is known about this group, its motivations, and how home communion is being handled. An in-depth discussion of digital worship will be held at the committee's next meeting. Hospitality, Worship and Music and Communications committees will all be discussing aspects of digital worship.

6. Video and other communication updates – Eric
  - Eric reported that a video describing the church's Reconciling in Christ initiative featuring Pastor Dara will be recorded before RIC Sunday.
  - Amy thanked Eric for the video describing congregational goals being met.
  - Eric will be recording Diane Hanson discussing human trafficking and how to identify victims.
  - Other upcoming events that Eric will be working on include:
    - Chili Cookoff
    - Feed My Starving Children
    - Souper Bowl
    - Ash Wednesday and subsequent Wednesdays throughout Lent
    - The Conversation
    - Conversation Sundays, the first two Sundays in Lent

The theme for Lent will be Cross Your Heart. A booklet describing Lenten and Easter events will be produced, along with a branded, blank journal for people to record their thoughts.

7. Social media and website updates – Rick
  - Rick reported that the top pages viewed on the website are the welcome (home) page, the pastoral transition, Thanksgiving, and pastors and staff.

- Online worship totals are steady.
- Meetings to share survey results will be held after all three services on March 10.
- The church is looking for a 32 hour per week assistant for Eric and a summer intern.

8. Old Business

In-person attendance for Christmas worship increased 32% at the Madison campus, 3% at the Verona campus. There were 197 views of the online 9 a.m. service, more than double the number on a regular Sunday.

- 9. The next meeting will be on Monday, March 18, at 11:30 a.m. Amy will offer devotions.
- 10. There are no requests for the Board of Directors at this time.
- 11. Amy closed with a prayer.

Minutes submitted by Ann Nelson.