**Communications Committee Minutes**

**Feb. 17, 2021**

Present: Members Amy Haskins (chair), Kirsten Alworth, Ann Nelson, Katie Rather, Kay Simmons; staff Rick Blum, Eric Holmer

1. Amy welcomed everyone.
2. Opening devotion and prayer was offered by Amy.
3. Committee members introduced themselves and described their communications background.
4. Minutes of the January meeting were approved.
5. Eric presented updates on several video projects, including:
   1. Foundation video to introduce the foundation to the congregation and promote planned giving will be produced in four segments. Video will be completed in March.
   2. Hospitality and Finance committees’ videos are on hold.
   3. Questions and answers with the pastors will be videotaped. Brooke Themar is taking lead on these videos.
   4. Short highlight videos will be produced showing Shrove Tuesday pancake giveaway and Ashes to Go.
   5. A Lenten video will be produced by the staff.
   6. Existing video about how small groups can safely meet at church will be reintroduced.
6. Website maintenance and review:
   1. Photo of Liz Deterding, new board liaison, is needed. Liz was unavailable today but will meet with committee next month.
   2. GoDaddy subscription will be renewed when it ends in April. Eric will be building a new WordPress site, incorporating many existing features, while the current site continues to operate. Kirsten volunteered to help. Katie volunteered to review.
7. COVID-19 task force and board updates were provided by Rick. The sanctuary at Madison and the chapel at Verona will be opened for prayer and reflection. The number of people attending baptisms, weddings and funerals will increase from 10 to 50, following current county guidelines. A work group from the task force will work on details of opening the church further.
8. New business:
   1. The Foundation is funding TV broadcast time for Palm Sunday and Easter. Each broadcast will be 30 minutes long, with Palm Sunday serving as preview to Holy Week and Easter. The church also purchased promotional time for five-, 10- and 15-second promos. Amy will assist with TV guide titles and descriptions. The broadcasts will serve as outreach to the community. Services will still be streamed on Palm Sunday and Easter.
   2. Good Shepherd app. The current provider’s contract ends May 23. A competitor offers both the app and a database program. More discussion will take place next month.
   3. The March meeting will serve as a strategic planning meeting to discuss all of the communications platforms GS currently makes use of. In April, we will discuss the social media platforms GS uses.
9. Future calendar:
   1. Rick reported that the church will continue streaming Lenten, Maundy Thursday, Good Friday services and Easter vigil, in addition to the Palm Sunday and Easter services. Other services may be added.
   2. Interviews are in progress for a full-time summer intern.
   3. The committee’s next meeting is Wednesday, March 17, at noon. Ann will offer devotions.
10. There are no board requests or recommendations at this time.
11. We closed with the Lord’s Prayer.

Action items:

Amy to assist in writing TV guide descriptors.

Kirsten to help with website development; Katie to help with review.

All committee members are to review GS app and various platforms prior to next month’s strategic planning meeting.