

Communications Committee Meeting Minutes
Wednesday, June 16, 2021

Opening prayer / Devotion: Amy provided the opening devotion based on 1 Kings:17, the story of drought in ancient Israel in which there wasn't rain or dew for three years. Elijah was led to water by the ravens. Are we meant to be miraculous ravens that lead others to Christ?

Approval of minutes/Note Taker: Amy asked for any comments or changes to the May minutes. None were suggested and the minutes were approved. Kay offered to take the minutes in Ann's absence.

Video Projects: Ongoing/future projects: Eric and Emma reported that they have been attending various events at which they have captured video for blog posts/social media/website. One event they captured was the opening of a time capsule buried about eight years ago by the youth who are now graduating seniors. They also are capturing faith journey stories at the campfires, did a livestream of Music Monday on June 14 and will do it again on June 21. Emma also captured the Holy Cow in action when they were serving coffee and treats to public health providers.

They are in the process of planning the video stories for the July 18 annual meeting/town hall. The videos will promote "in, out, and about" to show the ways we are different as we come back from the pandemic.

Website maintenance and review: Eric reported that a lot of time has been spent working on the website and launching the new site. The top 50 pages have been revamped with more work to still be done on other pages.

The new event calendar is up and running, which several committee members commented on as being great and easy to use. Eric explained that automatically are added if a room reservation is made for the event via the reservation form/Rick Thomas. If there is an event that does not require a room it will be manually by staff.

The website will have a "Stories" page for member stories that will be searchable via keywords.

There will be announcements regarding the new website through slides at church services, the messenger, e-news, etc.

Eric also mentioned that he had been contacted by the head of media for the ELCA and asked to take down the YouTube video of "A Time for Burning" because an updated version is being released and they don't want the old version to be available online.

Board meeting updates: Liz provided a brief regarding the new mask directives that begin on June 20. Masks are optional for those who are fully vaccinated. Those not vaccinated are asked to wear masks.

New Business: Rick provided an overview of the Communications seminar that was presented through GSB, the consultants conducting the upcoming generosity campaign. Rick shared slides from the seminar, which focused on gathering impact stories from members and on the concept of making "deposits" with members before asking for "withdrawals." The session was recorded, and Rick will share the link for communications committee members to view it. The second part of the seminar will be on July 12.

Future calendar: Vacation Bible School is being held July 13-15 as family VBS at the Verona campus. The sessions will be held in the evening with picnic dinner followed by activities.

Other:

Devotions for July Meeting: Kay will do devotions.
Next Meeting is scheduled for 7/21/2021

Board approval requests or recommendations: None

The meeting closed with the Lord's Prayer