

Communications Committee Minutes

Sept. 15, 2021

Present: Amy Haskins, chair; Kirsten Alworth, Ann Nelson, Katie Rather, Kay Simmons, members; Liz Deterding, board liaison; Rick Blum, staff

1. Amy called the meeting to order.
2. Minutes of the August meeting were approved.
3. Rick requested assistance on messaging regarding the reopening of the Verona building, which will be delayed by a week due to issues encountered during remodeling. The committee advised keeping the message simple and announcing it in the weekly email. Church school will start Sept. 19 outdoors and worship will move indoors on Sept. 26.
4. Liz offered the devotion
5. Video updates from Eric were reported by Rick:
 - a. Faith Footprints videos are ending
 - b. Foundation video part 2 is being scheduled
 - c. Quilting group video is complete
 - d. Generosity stories will be the priority, with airing scheduled for Oct. 3, 10, 17. Articles will be written about the people who appear in the videos. Rick requested assistance in writing the articles.
6. Generosity campaign: Rick reported that weekly emails will begin Monday, Sept. 20, and continue through November.
7. Website updates: Rick reported that Emma Conway has recommended the church become more active on Instagram, which reaches younger audiences. Rick also reported that the staff takeover days on Facebook and Instagram were well received and may be considered for the future. The staff will hold regular Monday meetings to determine messaging for the week.
8. Board meeting updates: Liz reported that the board has not met since our last meeting. Rick reported that the vision collaboration meeting will be held Monday, Oct. 11, for board members, committee chairs, staff and others to discuss mission and vision.
9. Old business: Syrenne McNulty will be the liaison for RIC. The RIC task force has been working on a writing style guide and expects to have completed it by the end of October. The task force is also working on an article for the Messenger explaining changes. Kay suggested that ongoing communications will be needed.
10. Future calendar: The committee will change its meeting date to the third Monday of each month at noon, with the exception of the October meeting, which will be held Monday, Oct. 11. Ann will offer devotions.
11. Board approval requests or recommendations: None requested at this time.
12. We closed with the Lord's Prayer.

Action items:

Amy will assist Rick in writing one of the generosity stories.