

## Communications Committee Minutes

Nov. 15, 2021

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

1. Amy called the meeting to order.
2. Eric offered devotions.
3. Minutes of the October meeting were approved.
4. Video updates were reported by Eric:
  - a. The thank you video as a follow up to generosity campaign was well received.
  - b. The Foundation video is in progress, with completion expected by end of the year.
  - c. A video promoting Advent activities will be produced.
  - d. A musical performance video may be produced. There will not be an in-person concert this year.
  - e. There will not be a Christmas Eve television broadcast as there was last year when we couldn't meet in person.
  - f. People on the list for home communion will be surveyed regarding in-home assistance with streaming worship services. Eric received a \$250 grant to purchase Roku devices. Teens will be recruited to install and train those who opt in for this service.
  - g. Amy reported that Mike Harper of the Worship and Music Committee has asked our committee to consider a committee recruitment video, as discussed at the October Strategic Planning Meeting. Discussion on committee recruitment will be held in December and January meetings.
5. Web updates:
  - a. Eric reported that Good Shepherd is posting on social media once per day. Engagement is down. Staff will be looking at messaging and focus.
  - b. Communication Committee's page on the website has been updated.
6. Board meeting updates:
  - a. Liz reported that remodeling at the Verona campus is mostly done. The sign by the road is delayed. Carpeting for the Verona sanctuary will be installed at the end of the month. The Foundation approved remodeling room 11 at the Madison campus. Three new cameras were ordered for the Verona campus.
7. Old business:
  - a. The Hospitality Committee is recruiting members and hopes to be able welcome and interact with online worship participants in the future.
  - b. Eric is planning visuals for the wall in the coffee area at Verona that will include literature displays.
8. Future calendar:
  - a. Thanksgiving service will return, minus the pie reception. Thanksgiving meal will be to-go. A press release will be sent to the media about the Thanksgiving meal.
  - b. The video to introduce Advent activities will be shown Sunday, Nov. 28.
  - c. The committee will meet Monday, Dec. 20. Amy will offer devotions.

9. Board approval requests or recommendations: None requested at this time.
10. We closed with the Lord's Prayer.

Action items:

None at this time.