

## Communications Committee Minutes 11-2-2019

### Opening:

The meeting of the St. Peter's Communications Committee was called to order at 10:30 am by David Harwell. The meeting was opened with a prayer by Rev. Rodenhiser

### Present:

David Harwell, Rev. James Rodenhiser, Pat Hoover, Elizabeth Johnson, Marie Johnson, Jama Sandoval, Marylyn Bradley, Tyler Dixon

### Approval of Minutes:

The minutes from the September 28, 2019 Meeting were reviewed and approved with no changes.

### Minutes:

Extensive discussion took place regarding the Parish Profile and the revised Parish Website. Items of note include:

- The parish profile should be more oriented towards new members.
- The parish profile should have less history and fluff and be short, focused, informative and easy to read.
- Church web page views usually take no longer than 5 minutes with new views going to the home page, maybe clicking a new member link or "who we are" and watching the first 3 minutes of a sermon.
- The profile and web page can emphasize our diversity and inclusion which can help draw new members.
- A "welcome video" could be produced that included the youth of St. Peter's and had a professional look and feel (use "videographer")

The new website has been launched and is available for all to see at <https://www.stpetersaz.com/>

- The website can use more pictures – many pages have only words.
- Announcements of new website to occur at the 2020 meetings 11/9-10/2019
- A slide with a picture of the home page, the web address, and an announcement should be shown at upcoming services (see example [here](#))
- Responsibilities for the website include:
  - Webmaster – Steve Boyer
  - Content Coordinator – Selena Guzman
  - Calendar Queen – Deb Quick

The new Church Software (Realm) is now available and all members will receive an e-mail inviting them to join November 7. See additional information in the Pastoral Note in the November Newsletter [here](#)

The worship survey will be developed by January 4 for delivery to parish on January 11/12 2020. The results should be available for review at the annual meeting on January 26, 2020.

There is a sandwich board sign in office. Need to investigate developing worship service times insert for sign which can be placed at corner of Indian School and Old Litchfield Road. Tyler will request funding from Men's Club (up to \$200)

David will continue to pursue getting St. Peter's signs at areas where service clubs advertise (Rotary, Lions, Kiwanis, etc.)

Emily Striffler has stepped down from the committee due to personal commitments.

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Discussions about social media ensued. The social media committee (Jama, Jaclynn, David) will provide an update at the December communications meeting. Highlights:

- David has a linked in account for St. Peter's. It has not been utilized to date but is available.
- Efforts should be made to ensure we have consistent messaging between platforms (Instagram, facebook, etc.)
- Need more pictures. Need to find a method to get everyone to share pictures with our communications social media team.
- We could use more volunteers for the Social Media Committee (and for the communications committee).

The communication request form was updated with the new e-mail address Please contact Elizabeth Johnson at [ContactStPeteNow@gmail.com](mailto:ContactStPeteNow@gmail.com). Elizabeth will need to verify instructions and password to validate functionality.

There will be a St. Peter's Booth at the Litchfield Park Christmas Festival on 12/14/2019. Need to get a coordinator and volunteers

The Litchfield Park Christmas Parade is the same day as the festival. The Montessori School will be in the Parade. We need to coordinate and have the "Church and School" in the parade.

### Actions:

1. Pat Hoover will discuss sharing the booth and parade entry between the church and the school.
2. Jama will work with Liz to develop a video welcome message for the web site (maybe get help from a professional videographer)
3. James, Pat, and Jaclynn will work together to revise the Parish Profile to be leaner with a welcome to new member theme
4. David will have the worship survey developed and delivered to James for a January 11, 2020 2 week launch (results for Annual Meeting 1/26/2020)
5. The new webpage will be promoted with announcements and slides at the 2020 meeting and in the services
6. The Social Media Committee will provide an update to the Communications Committee next month.

### Adjournment:

The meeting was adjourned at 12:00pm by David Harwell.

The next meeting will be December 7, 2019 at 10:30 AM

Minutes submitted by Tyler Dixon

Minutes approved by \_\_\_\_\_

**Check out our new website at**  
**<https://www.stpetersaz.com/>**

**New Design!**  
**Easier Navigation!**  
**More Current Information!**



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