

## St. Peter's [Communications Committee](#) Minutes 12-7-2019

### Opening:

The meeting of the St. Peter's Communications Committee was called to order at 10:34 am by David Harwell. The meeting was opened with a prayer by Elizabeth Johnson.

### Present:

David Harwell, Pat Hoover, Elizabeth Johnson, Marie Johnson, Marilyn Bradley, Tyler Dixon, Jaclynn Anderson

### Approval of Minutes:

The minutes from the November 2, 2019 Meeting were reviewed and approved with no changes.

### Minutes:

### New Sign:

- A Frame type sign with cardboard inserts which will have St. Peter's and Episcopal Church Logo and service times
- Marilyn recommends waterproof inserts
- Men's group has approved \$200 towards sign, Fast Signs quote is \$235 for sign and 2 inserts.
- Tentative - sign will be placed on the south side of Indian School at the end of Old Litchfield Rd.
- We will still try to discuss permanent signage somewhere in Litchfield Park (like the Rotary and Kiwanas Club Signs at Litchfield and Indian School. Future meeting topic
- Tyler will develop the sign template for committee approval and order (see sample [here](#))

### Communication Request Form

- The Communication Request Form was developed last month to provide a tool to identify issues and events that need to be communicated to the Parish
- The form was made in 2 sizes, one for the Narthex table and one for the pew pockets
- David placed some in pew pockets but there was not enough for all pockets
- Need to get more printed and distributed
- Pat has the names of the ministry leaders that she uses for the newsletter (veterans, i-help, etc.).
- Jaclynn and Pat will work to provide this tool to each ministry leader to use to provide information for newsletter, bulletins, etc.

### Realm Rollout

- The Realm Program was introduced in November.
- There is a learning curve and questions arose as to the capabilities – i.e. reminder tools, invitations, meeting coordination, etc.
- There have been some difficulties navigating.
- David suggests a 6 month – 1 year learning curve so we need to be patient

### Parish Profile

- The current thinking is we don't need an updated, extensive profile linked to the website that no one will read
- Tyler has suggested development of a tri-fold brochure with some information from the old Parish Profile (history, mission, ministries, leadership, etc.).

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- David has recommended a welcome video similar to one [St. Phillips in the Hills](#) in Tucson shares from their website (see [here](#)). It's a good video that should be viewed by the committee (IMHO)
- Talk of Jesse, the director of youth ministry from the Diocese producing a "welcome video" was presented at previous meeting. His services are part of a business he runs and not part of the Diocese services. Cost would be prohibitive at ~\$1000.
- Marilyn Bradley will talk to Tom Donahue (father of teen Sean), a church member who has a photography business, about ideas and assistance on a Parish video.
- Suggested title for video – Take a Test Drive at St. Peter's, or something like that.

### Communication Audit (Survey)

- The survey questions are complete
- The survey will be sent out electronically the week of January 12
- Results will be presented at the annual meeting January 26
- Hard copy survey sheets will be available at the meeting for those that did not complete electronically.

### Annual Meeting

- The annual meeting will be held on January 26, 2020
- The Communication Committee topics to be presented include:
  - Communication Request Form
  - Audit Results
  - New Website
  - Signage
  - Newsletter

### Subcommittee (Website, Traditional, Social Media)

- Need to remind people to share information and pictures with Jaclynn for social media (Facebook, Instagram) presence
- Jaclynn will add additional administrators for our [Facebook page](#)
- Jama Sandoval is the Administrator for our [Instagram Page](#) for St. Peter's youth
- Marie Johnson will begin to get more pictures to share
- Discussion ensued as to whether the Social Media Administrator should be part of a paid position (Staff – Selena or Deb?). Future Topic
- Marie Johnson will try to get short 20 second video clip of Cantata practice on 2 dates prior to performance for "teaser" on Social Media including the dress rehearsal
- More talk about more pictures – need visuals to create interest. Steve Boyer can easily put content on website but does not have time to develop.
- More talk about a tri-fold brochure. We should try to have one developed by Easter 2020 (April 12, 2020)

### Litchfield Park Parade and Festival Booth – December 14, 2019

- We cannot give out water bottles with St. Peter's stickers. Free (non-profit) booths cannot compete with paying participants
- We will give out St. Peter's stickers, Montessori tri-fold pamphlets, St. Peter's business cards, smiles and conversation.
- Montessori has plenty of people for parade. Tyler is working on getting volunteers for the booth

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- Carter Wilson has donated a 10'x20' pop up canopy and will help Tyler set it up Saturday morning

### **Actions prior to next meeting**

- Marilyn Bradley to contact Tom Donahue regarding video production assistance
- Tyler Dixon to work with Fast Signs to produce the sign
- Pat Hoover and Jaclynn Anderson to work on educating ministry leaders on communication tools

### **Adjournment:**

The meeting was adjourned at 12:04 pm by David Harwell.

The next meeting will be January 11, 2020 at 10:30 AM

Minutes submitted by Tyler Dixon

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

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***Sample Sign Template***



Please Join Us

**Saturday**

5 PM - Modern

**Sunday**

8:00 AM - Traditional

9:30 AM - Contemporary

11:00 AM – Contemplative

**ALL ARE WELCOME!**

