

**Minutes
Communications Committee**

November 13, 2008

These are the minutes of the Communications Committee monthly meeting.

Attendees:

Steve Hill	Mike Hoffman	Mike Maloney	Lorinda Rodrigues
Mabel Hoffman	Ed Johnson	Janice LaMotte	Marieann Shovlin

1. Opening prayer and intentions

The meeting was opened at 7:10 pm by Marieann, who led the opening prayer.

2. Approval of last meeting's minutes

The October 9, 2008 meeting minutes were approved.

3. Website activity

a. Ed launched the new website on October 29. He devoted 150 hours to this project in the three weeks leading up to the launch. The design was created by Tam, who did a lot of programming to create the foundation for the new site. The new site has superior technology, navigation and graphics than the old site.

The successful conclusion of this two-year project was celebrated with sparkling cider and chips, brought by Mike H.

b. Ed circulated the detailed October web site statistics. Site visits are up over last year. The site had 990 unique visits and 1,592 visits to 9,156 pages. There was an average of 5.75 pages per visit. Some of these record statistics are due to the many hours Tam and Ed spent on the site during October.

c. Ed enabled Google analytics to our site, giving more information about visitors than we receive from the hosting firm.

d. Ed linked the Deanery 5 blog to our web site.

4. St Simon's planning effort

Marieann Shovlin presented the St. Simon parish PowerPoint presentation relating to the launch of their five year vision and plan. The Committee thought highly of the St. Simon program and felt it should be pursued in our parish.

Discussion following the presentation focused on next steps and which group in our parish should carry this initiative forward. The next step is to brief Fr. Greg on the idea and solicit his consent and support.

Janice noted that the diocese has a five year plan that we need to align with. To date, nothing has been done with it. Rev. Brendan Maguire (Vicar General for DSJ) has been assigned to implement the five year plan at the diocese level, and then move it into the parishes. Our parish has a mission and vision statement developed two years ago by the Parish Advisory Council.

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6. Newsletter status

The Committee was slated to develop the stories for the first quarter newsletter, but this agenda item was skipped. The web site and St. Simon planning topics consumed most of the two hours allotted for this meeting. Development of the story plan for the next newsletter was postponed until the December meeting.

7. Public relations

This agenda item was skipped because we ran out of time.

8. Chairman's report

a. MBWA`

Mike distributed a report on newsletter feedback from friends of Rita Kinney:

- Have more stories about what is going on in the parish: births, deaths, marriages, etc.
- More stories about parishioners
- There needs to be more newsy material
- Explanation of church customs

b. Action items

This agenda item was skipped due to time constraints.

c. Parish Pay campaign

This agenda item was skipped due to time constraints.

d. Need leads for parishioner bios

Mike H. wants to put parishioner bios on the website, and he solicited candidate names from the Committee members.

9. New business

This agenda item was skipped due to time constraints.

10. Next general meeting

The next meeting will be held on December 11 at 7:00 pm in the Community Center.

13. Adjournment

There being no further business, the meeting adjourned at 9:13 pm.

Steve Hill,
Secretary