

**Minutes
Communications Committee**

December 11, 2008

These are the minutes of the Communications Committee monthly meeting.

Attendees:

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

1. Opening prayer and intentions

The meeting was opened at 7:03 pm by Mike, who led the opening prayer.

2. Approval of last meeting's minutes

The November 13, 2008 meeting minutes were approved.

3. Communications Committee Welcome Brochure

Lorinda distributed a draft version of a tri-fold welcome and recruiting brochure for the Communications Committee. There was discussion about the content and layout that included constructive recommendations for content and layout edits. The recommendations included:

- Add a group photo of the Committee. As an action item, Steve will bring his camera to the next meeting.
- Add the names of some key committee leaders.
- Members were tasked to contribute content for the job descriptions via email to Lorinda.
- Use Times New Roman font

The brochure will be given to new members to support orientation, included in the vestibule brochure rack and handed out at ministry faires and other recruiting venues.

Mike has an action item to ask Fr. Greg for a printing budget for the brochure. A version with color on one side and black and white on the reverse would cost approximately \$.60 to \$.70 each, compared to approximately \$.15 each for pure black and white.

Lorinda has an action item to develop and distribute version 2 to the January meeting.

4. Newsletter

Steve distributed the suggested story plan for the spring newsletter. Story ideas were suggested and discussed. The final story plan and writing assignments were developed and are contained in the Newsletter 2009 Story Plan. Assignments are due January 30.

5. Website activity

Ed circulated the detailed November web site statistics. Site visits are down slightly, but hits and page views are up. The site had 1,129 unique visits and 1,091 visits to 8,981 pages. Web analytics come from iPower and from Google.

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Ed added a form reply for new calendar entries and for web site support. He is planning to add forms to substitute for the email popup function we now have. Some visitors do not use an email application that can popup.

There is an issue with dead email. Emails sent to the general information email address on the home page are not appearing in anyone's email box. Ed is continuing his investigation.

Ed is planning to add foreign language translations of some home page content.

6. Public relations

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

7. Parish strategic plan

Members were tasked to reply to Marieann's strategic planning questionnaire. She will consolidate the responses to support discussion on this topic at the next meeting.

8. Chairman's report

a. MBWA

This agenda item was skipped due to time constraints.

b. Action items

- The line-by-line review of action items was skipped due to time constraints.
- Mike urged those assigned to committee strategic projects to submit them for inclusion in the Action Item list.

9. New business

The Committee decided to change its name to Communications Ministry. There was no discussion regarding updating the bylaws, parish web site, Yahoo group site and other areas where the name appears. There needs to be a re-naming plan developed and executed.

Steve stated that the parish got two articles in the November 18 edition of the Valley Catholic:

- Feast Day article, written by Steve
- Blessing of the animals, submitted by the school

Steve noted that we have an approximately two month supply of the parish trifold brochure. He is going to reach out to Fr. Greg, Janice and Mary Lyons for updated content. The revised version will be reviewed by the committee before going to print.

10. Next general meeting

The next meeting will be held on January 8 at 7:00 pm in the Community Center.

13. Adjournment

There being no further business, the meeting adjourned at 9:20 pm.

Steve Hill,
Secretary