

**Minutes
Communications Committee**

March 13, 2008

These are the minutes of the Communications Committee monthly meeting.

Attendees:

Roger Hewitt	Mike Hoffman	Marieann Shovlin
Steve Hill	Ed Johnson	Désirée Widjojo
Mabel Hoffman	Lorinda Rodrigues	

1. The meeting was opened at 7:05 pm by Ed Johnson, who led the opening prayer.
2. The February 7, 2008 meeting minutes were approved.

3. Chair Report

- a. Web site
 - 1) Ed has posted newsletter pages.
 - 2) The calendar application license was renewed for one more year.
 - 3) The company hosting the site (iPowerWeb) moved our content to another server in Boston. The help desk never answers the phone and the firm is collapsing. There are problems with the parish email system, too. The parish and school technology committees are jointly working to identify a new host. Migration would occur in June.

4. Newsletter

- a. Janice has received positive comments on the Q1 newsletter. Parishioners are beginning to recognize this as a regular publication.
- b. The editorial calendar was discussed and assignments were given for the Q2 edition. Submissions are due **May 16**:
 - 1) **Fr. Greg**: message with stewardship theme
 - 2) **Steve**: Highlight long-time parishioners who have special events like 50th wedding anniversaries. Mabel will contact Tracy (database admin.) to ascertain if the parish database has relevant vital statistics.
 - 3) **Marieann**: Thanksgiving baskets
 - 4) **Ed**: article from Rabbi Barry (Baruch) Leff
 - 5) **Steve**: blessing of oils
 - 6) **Ed**: bingo
 - 7) **Lorinda**: Word scrabble spelling 'stewardship'
- c. Steve will post an updated 2008 story plan to the group site.
- d. It was decided that we would begin using bylines for the articles.

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5. Public Relations

- a. Roger presented a public relations program for use in a presentation to Fr. Greg.
- b. Roger resigned his role in public relations, but will continue working on the committee in a utility role.
- c. Valley Catholic article. There was discussion of Mike's submission to the Valley Catholic. He sent it to Roberta today.
 - 1) It is too long and needs to be reduced
 - 2) It needs a better hook in the first paragraph – i.e., why should a parish launch a communications committee?
 - 3) The story is too much about Ed and not enough on what the parish is getting out of it.
 - 4) Key messages Mike will convey to Roberta are
 - i) Committee reflects leadership of lay ministry – taking ownership
 - ii) Communications is used as a community builder
 - iii) The committee broadcasts the presence of SJC to the community
- d. Church listing websites
 - 1) Mike developed a list of church directory websites and reported on SJC's listings. Where possible, he edited and updated the listings. Mike will continue to update the list. If anyone comes across a church directory which is not on the list, please pass the information on to Mike.

6. Movie

- a. The showing of The Passion of Christ was a success. Attendance was 50 or 60 and Fr. Shawn did a great job of giving background information and answering questions.
- b. Mike Maloney is working on Bella as a possible second movie. Fr. Chad would guide the discussion.
- c. We want to encourage attendance by key ministry leaders and staff next time.

7. Bulletin Boards

- a. Ed has asked Estella Chan to assist Kavitha. She is considering it.

8. Ministry Fair

- a. The fair is set for May 17 and 18, two months away Marieann reported that there will be an organization meeting in early April. The flyer will be available for review at the next meeting. It will be inserted in the May 3-4 bulletin.
- b. It was noted that KLIV does public service announcements free, and that we might be able to get one for this event.

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9. New business

- a. Mabel described a Spiritual Gifts Inventory Workshop that it provides a concrete approach to spiritual self-discovery that then leads to stewardship. She is getting information about bringing it to SJC.
- b. Elections will be in June. Everyone needs to consider taking on more leadership. Ed recommended that it is in the best interest of the committee to rotate the leadership positions among the active members. With this thought in mind, Ed is willing to take another role in the committee thus offering the chairperson position to interested members. We need to have people's intentions known by May. Mabel offered the idea of creating a list of nominees and their profiles.
- c. The by-laws need to be updated with job descriptions.
- d. Ed will purge the committee roster of inactive members.
- e. There was discussion of the value of attending committee meetings at other churches (Catholic and other denominations). Mike Hoffman intends pursue this.

10. Action items

- Newsletter assignments, due May 16:
 - **Fr. Greg:** message with stewardship theme
 - **Steve:** Highlight long-time parishioners who have special events like 50th wedding anniversaries. Mabel will contact Tracy Govola (database admin.) to ascertain if the parish database has relevant vital statistics. Marieann volunteered to get a bulletin announcement prepared and sent to Free Draga the week of March 17. Ed and Marieann will arrange a suitable response & action procedure.
 - **Marieann:** Thanksgiving baskets
 - **Ed:** article from Rabbi Barry (Baruch) Leff
 - **Steve:** blessing of oils
 - **Ed:** bingo
- Ed will purge the committee roster of inactive members.
- Mike Hoffman will pursue attending committee meetings at other churches.

11. Next general meeting

The next meeting will be held on April 10 at 7:00 pm in the Community Center. Janice will reserve the facility.

12. Adjournment

There being no further business, the meeting adjourned at 9:15 pm.

Steve Hill
Secretary