

Publicity & Communications Committee
Trinity Evangelical Lutheran Church
Minutes of Meeting on Jan 20, 2009

Meeting called to order at 7:10 PM

Present: Pastor Brock, Bob Frymoyer, Jeff Weaver, Donna Sprowls, Tom Reddinger, Wes, Joe, Lorraine Graybill. Excused: Mike Schwalm

New Business

1. **2009 Budget Review**
 - a. Pastor Brock reviewed the recommended 2009 P&C budget and discussed each line item. Mike and Lorraine will review with Pastor Brock and make line item recommendations as appropriate and consistent with other 2009 committee focus.
 - b. **Phone Book Ads** – Members commented that Trinity is the only Lutheran church with a large Yellow Book ad and there was discussion about potential savings in teaming with other Lutheran churches for a combined ad. Joe will review options and report at the next meeting.
 - c. **Newspaper Ads** – Pastor Brock reported the decision to reduce the frequency of newspaper ads resulting in cost savings. Future ads will be limited to Easter and Holy Week, Thanksgiving, Advent and Christmas. Lorraine will review the history with Nancy Martin before the next meeting.
4. **Policy Page** – The policy pages were discussed in detail with suggestions for several changes. Policy pages should be reviewed by members with the plan to finalize them at the next meeting.
5. **Guidelines for Publication** – Donna will distribute the current version by members before the February meeting and present at the Council Retreat for input. P&C members would like to finalize the document at the February meeting.
6. **Website Review** – Jeff Weaver showed the current website and changes made to the homepage. Several members commented on the positive changes and thanked Jeff for his contributions.
7. **Newsletter Distribution by email and/or US mail** – Both Donna and Wes volunteered to list headings from newsletters for an email notice referring readers to the full text online as an alternative to using US mail. Advantages, disadvantages, and potential savings/costs were discussed. A pilot will be planned with committee members.
8. **Domain name** - Pastor Brock will ask Nancy Martin to give the appropriate paperwork to William Stotler to change ownership of Trinity's domain name.
9. **Other Publicity Needs** – The committee will review needs to communicate a new strategic plan when adopted.

Meeting concluded with the Lord's Prayer.

Respectfully submitted by Lorraine Graybill

Next Meeting: Wednesday, February 18, 2009 at 6:30 pm (Room 239)
Proposed agenda
Confirm Committee Members
Finalize Policy Page Revisions
Review Guidelines for Publication
Electronic Communications
Publicity and alternate media
Webmaster and Newsletter Editor updates

Following Meeting: Wednesday, March 18, 2009 at 7:30pm (Room 239)