

Meeting Minutes Publicity and Communications

Wednesday, May 20th, 2009

As the Publicity & Communications committee; we are called to individually and collectively share our gifts to daily promote God's Word through print, electronic media and word of mouth as it relates to the Mission of Trinity, our community of faith, and the local and global community.

Welcome/Opening Prayer

Present: Pastor Brock, Bob Frymoyer, Lorraine Graybill, Darlene Hess, Allison Martin, Tom Reddinger, Michael Schwalm, Donna Sprowls, Jeff Weaver.

Guest: Jesse Hannigan

Absent: Joe Hunter, Wes Miller.

Synod Assembly Display

Committee members were asked to share pictures of Trinity activities with Lorraine and Mike for the boards to be displayed at the Synod Assembly June 11-13. CCU Mardi Gras, Summer Sunday Concerts, On Eagles Wings, VBS and other events were suggested as options to highlight.

P&C Bookmark/Flyer

Allie Martin shared a draft bookmark-size flyer, including the new mission statement, committee activities, volunteer opportunities and contact information. The committee recommended few changes and shared a goal of supporting all committees (and other groups) in creating a similar flyer to be printed on card stock so that a comprehensive packet of information about Trinity activities will be available for visitors, new and existing members and others interested in Trinity. Mike will request 10 minutes at the next Council meeting for the Chairs to present the idea and mocked up drafts and request committee chairs/liaisons to complete basic information to complete this project. Jeff offered the use of forwarder capabilities that allows the creation of an email address, such as PandC@trinitycamphill.org to be established to forward incoming inquiries to appropriate contacts on each committee/task force.

Website Update

Jeff reported that the website continues to get a large number of hits from across the world and audio of the contemporary service is currently available online with plans to add the traditional service in the near future. Sermons, scriptures and childrens' sermons remain online for about four weeks. The committee agreed to plan an Open House event to coincide with a Garden of Eatin II highlighting the wealth of information available on the website and allowing hands-on access with two laptops. A date will be coordinated with Debi Wilson. It was suggested that a survey be shared with those attending to identify interest and method of receiving Trinity Parish by email. Challenges for this project could include maintenance of opt in/out list, maintenance of current email addresses and method of linking individual articles or full content to the website.

Jeff requested a line item for the approved purchase of Dreamweaver software. We will continue to identify video sharing opportunities to highlight Trinity's "disciples in the making, making disciples."

Newsletter update

Donna reported that all Trinity Parish articles were submitted by the 10th of the month without problems. She included more pictures, including not-to-be-missed photos of Pastor Hardy. It was suggested that Donna feature an interview with Bill Foos for the next Trinity Parish with an update on the church and individual committee mission statements.

Branding

Mike announced that a task force has met to discuss overall branding and communications to create a consistent message. Mike invited committee members to "walk around" the building and share observations about the messages and methods of communication, not limited to bulletin boards.

Publicity

Jeff is pursuing another quote for the LCD screen project through Pastor Brock. Mike and John will draft a motion for Council to approve the concept of pursuing this activity.

Retirement activities for Stu Hardy were discussed, including invitations and posters to be drafted in July, printed in September and mailed to individuals outside of Trinity by October 1. Articles were suggested for Trinity Parish to include a "hold the date" reminder for publication in October and a full feature article in December.

Next Meeting Date: Wednesday 6.20.2009, 7pm.

Closing Prayer

Committee

Respectfully Submitted

Lorraine Graybill