

Communication Committee Meeting Notes – March 10, 2015

Attendees: Coco, Helen, Shallon, Susan

Meeting Notes:

Opening with Prayer – Susan

Welcome – Shallon – Director of Social Media

Agenda add on:

1. Ann Taylor with the Finance and Stewardship committee discussed the budget for the communication team. Two items were discussed.
 - a. The large expenditure for the internet web site in December was discussed, and Dennis will be providing the reason for the expenditure. Susan will email him.
 - b. Could we maintain the spending for the team at the 2014 budgetary levels? Susan will contact Pat regarding the invoices for each of the accounts in 2014 for details. Susan will respond to Ann within the next couple of weeks.

Old Business:

1. Lent advertising has been submitted to the Chronicle, Galveston Daily News and to Houston Communities.
2. Vision Statement update
 - a. Susan emailed the committee's suggestions to Keith to make the vision statement well known to the people.
3. Social Media policy
 - a. The communication team approved the Social Media Policy for WPC. A motion will be made for session to approve the policy
4. OBA update
 - a. The OBA estimate is \$7800 and the team's basket went for \$50.00
5. External Communication
 - a. Keith has proposed courses and as the plans are developed, the team will communicate the courses using Facebook, and if determined, newspaper advertising.
6. Houston Symphony brochure update
 - a. Judy created a draft for Pat Brackett for the brochure, and Pat has suggestions for the brochure. This will be finalized by the end of the month.
7. Church pictorial directory
 - a. Susan and Helen met with the LifeTouch representative and reviewed their proposal. LifeTouch has produced Church directories for 80 years and has created directories for three churches in our area. They do not charge for the sitting and each family will receive a free 8X10 and included in the directory. There are options to purchase additional pictures. LifeTouch will have the pictures available within 30 days of the completion of the photography session. LifeTouch works with ACS and will provide us a CD to import the pictures to our website.
 - b. Coco contacted Rhonda Floyd photographers, but they have not created a church directory and Coco will meet with them with additional clarification to obtain a proposal.
 - c. Susan will research additional companies for the church directory before selecting a proposal and subsequent presentation to Session.

New Business

1. Anya Ezhevskaya inquired if the team could be of assistance in advertising for the Free the Captives event in April. The assistance the communication team can provide is a posting on Facebook and the electronic sign in front of the church.
2. Helen presented the plan from the mission committee to fund the Peru mission using a crowd funding site. The committee did not have an objection using the crowd funding for fundraising.
3. Shallon demonstrated the capabilities of Facebook to the team.

- a. Using Facebook, we will add the new members to our Facebook family. Coco will add the questions to the new member form; May we welcome you on Facebook, and may we tag you in the pictures on the web site.
- b. Shallon provided security level access to Helen and Keith as moderators, and Liz and Dennis as editors.
- c. At the current time, additional social media forums will not be used.

4. Shallon closed the meeting in prayer

Respectfully Submitted,

Susan Stearns