

COMMUNICATION COMMITTEE
JANUARY 22, 2019
MINUTES

Attendees: Mary Brunet, Bill O'Rear, Jaqui Zwick, Mary Brunet, Sam Cox, Marty Thompson, Bill Dornbush, Pastor Lori

The use of the **publication "Oakmont Living"** was discussed. A conclusion was reached that the price for advertising monthly in the publication to reach just the Oakmont residents (approx.3400 homes) was more than the church could afford out of the budget. Jim W will send a note to Katrina Ortiz declining our involvement.

Sam and Mary informed the committee that they were asking for \$5000 in the **budget for 2019**. This money would be used for expenses related to Communication activities that will extend the reach of FUMC to target audiences.

Pastor Lori presented the **6 priorities** approved by the Church Council Jan 12, 2019. Each of the initiatives of this committee will directly address one or more of the priorities. Jim W will send an email to each of the Commissions and Committees that stress communication to the congregation (or further) of how their work addresses the priorities, emphasizing transparency. The email will remind the commissions to place their most recent minutes of meetings on the website. Copy Bill Dornbush with a Word and/or PDF version.

An **Oakmont event** will be held with the objective of introducing FUMC to the community extending invitations to attend Palm Sunday (April 14) and Easter (April 21). The planning will include 1) a pre-event for Oakmont Members to invite their participation, 2) an event(s) for Oakmont residents to meet the pastor and hear our FUMC story, and 3) Follow-up to those who attend. Jim W will contact the Welcoming and Hospitality Committee to assist. Included will be a letter to each Oakmont resident, and an ad(s) in the Kenwood Press. Jaqui and Jim will work on calendar and venues. Marty will work with the KP on advertising/article.

Discussion took place relative to our **Target markets, and the media** which is best (cost effective) to reach those markets. The use of social media, newspaper, and youth (or other) peer groups to extend invitations. Jim W will contact the Fijian youth to ask how to reach more youth. More discussion will take place next meeting.

Members offered ideas and comments to Bill Dornbush on the new Home Page for the **website**. Bill has done EXTENSIVE effort to revamp the site to bring it up to date, make it more user friendly and improve the maintenance of the site. THANK YOU, BILL!!!

NEXT MEETING will be TUESDAY February 5, 9:30am in the Library. Thank you ALL for great ideas and discussion.

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