



# Communications Team

## Swansboro United Methodist Church

March 7, 2017 – 6:00 p.m.  
Meeting Minutes

Attending: Ray Bihary, Helen Cizerle, Nat Fahy, Elizabeth Holz, Danielle Hersh, Bonnie Johnson (Leader), Lynn Rouse, Jowita Zerilli, Wes Bergazzi (Guest/Church Council Chair)  
Absent: Tonya Morton, Emily Egerton, Sanders Hall, Paul & Stephanie Madsen

Bonnie brought the meeting to order with lighting the Christ candle and prayer.

Minutes from February meeting were approved by consensus.

This meeting focused on three specific projects. Thanks to Danielle for recording the notes.

### 1. Survey Results

- Traditional methods are working (announcements, email, etc.)
- Use PhoneTree more? Text? Call?
  - Don't abuse these methods
  - Use to contact all in emergency situations only
  - PhoneTree is available for all committees to use – e.g., SUMM use it regularly to advertise their monthly meetings
    - Groups can be created
    - Training can be provided to any group wishing to use it
    - Recipients can opt out (must include that option in outgoing message)
- Consolidate Facebook accounts into one single account.
  - Be more active with our SUMC Facebook page
- Email – possibly set up a separate distribution list for announcements ONLY
- The Scoop – add “hot topic” or “subject of interest” in the subject line
  - Ex. *The Scoop: Youth Pancake Supper and more...*

### 2. Church Logo

- Group provided feedback on several options that Danielle presented
- Danielle will update design concepts based on this feedback and circulate to team before next meeting
- Should someone contact the “United Methodist Church” and ask specifics about their brand guidelines? – Bonnie or Danielle?
  - What can we legally do with cross/flame? (Is the swan graphic OK)
  - Are we able to use our church logo by itself, or does it always have to be used in the template “logo” they provide in their brand toolkit

### 3. Bulletin

- Elizabeth presented several mock-ups of different options for new church bulletin layout.
- Group provided feedback
  - We agreed that we liked the 8.5x11 version
  - We agreed on the announcements insert, which will eventually be phased out (a year from now?)
- Elizabeth will update bulletin with suggested changes, and circulate to the team before next meeting

Next meeting date/time: currently scheduled for April 6, 2017 at 6:00 p.m.

The meeting adjourned about 7:45 p.m. with a prayer led by Ray.

Please send any corrections or additions to Bonnie Johnson.