

Communications Team

Swansboro United Methodist Church

6:00 p.m. May 10, 2017 Meeting Minutes

Attending: Helen Cizerle, Emily Egerton, Danielle Hersh, Elizabeth Holz, Bonnie Johnson (Leader), Lynn Rouse, Wes Bergazzi (Church Council)

Absent: Ray Bihary, Nat Fahy, Sanders Hall, Paul Madsen, Tonya Morton, Jowita Zerilli

Introduction

Bonnie brought the meeting to order at 6:00 p.m. by lighting the Christ candle. Emily gave a devotional and prayer.

Minutes from April 5, 2017 meeting had been approved via email.

Team members present decided meeting dates for next three meetings: 6/13 (Rm 31), 7/18 (Rm 33), and 8/8 (Rm 31). Second Tuesdays, Room 31 Bldg 2 has been reserved for the rest of the year but we will revisit the schedule at the end of the summer.

Logo

Church Council was happy with our options for the SUMC logo. See attachment for the final selection. The team celebrated with a cake.



The icing printer had a problem printing the red and black, so our cake was an example of what *NOT* to do to the logo. It should have looked more like this! →

Nevertheless, the cake was delicious.



Progress/Status

Rack Cards: Helen reported 1595 rack cards to 294 businesses with all of the SUMC events and services for Lent and Easter. (Numbers updated since meeting.) Thanks to Helen for distributing these and for coordinating with others to help. These counts do not include cards that were shared at church. (Original order was for 2000 cards. Some arrived damaged so Vistaprint sent an additional 500 cards.)

Publication Guidelines / New Office Calendar / Publication Request Form (5 W's form):

Helen reported these guidelines have been reviewed. When the publications request form is finalized, the guidelines can be finalized. No update for new office calendar. Bonnie explained the Publication Request Form is basically prepared. (This form will ensure that all important info is provided.) She hopes to combine any requests for the church calendar (dates/location) with the request for publicizing events (Scoop, bulletin, web, flyer, etc.) in one form. Bonnie will be sure

Anne Turnage is aware of these plans. We may have to continue with a separate form for calendar requests.

Bulletin redesign: Elizabeth shared the latest layout. She asked for suggestions on font and font size. Danielle shared a variation with Garamond font. The team discussed the use of serif and sans serif fonts. Elizabeth and Bonnie will share design with Lou Collins (Worship) next week. If all is completed in time, it will be shared with Church Council at their May 23 meeting. Update 5/12: We need to share with Pastor Scott as well. Scott will provide the “O, Praise the Lord” info each week. Bonnie will mention new design is coming to Anne.

Brochures: Bonnie showed drafts of a new general brochure for SUMC. Team looked over drafts. Gray color was preferred but maybe a lighter gray with bolder headers and suggested trying to get a better picture of the shadows coming across the cross for the cover picture. Bonnie and Lynn will work on final version.

Welcome Centers: Wes explained that a Welcome Center team was created to determine the location and how the Welcome Centers will be implemented. Bonnie described the furniture that has been ordered and where it will be placed.

Campus Signs: The team looked at an option from Karen Shipp (Trustees) and Bonnie that would include maps plus the ability to advertise current events. Bonnie will share mockup with Pastor Scott and others.

There were no updates for other agenda items.
Meeting adjourned about 7:45pm.