

Minutes of the Communications Circle May 4, 2021

Present: Scott, Erin, Franny and Anna Marie

Missed: Ariel Ocker

Opening Reading – Anna Marie Martin

The Road not Taken by Robert Frost

Check-in

The Circle checked in.

Procedural Items

We discussed dividing the administrative tasks of the Circle. The following items were discussed.

- Someone to check on progress between meeting
- Taking minutes at meetings (Erin volunteered for this meeting)
- Opening Reading
- We could rotate responsibilities
- Reporting to the IRC (Anna explained that this is an informal, one paragraph report)
- Newsletter synopsis (Will be done by minute recorder)
- Checking in with anyone that has missed a meeting without telling us they would not be there

Action Items:

Franny will take minutes at our next meeting and do the Chalice Lighting.

Anna Marie will reach out to Ariel Ocker.

Erin will place a synopsis of our meeting in the newsletter and send out meeting minutes to the Circle.

Website

There are three main tasks:

Finalizing menu structure

Event categories

Feature Boxes

- Need images
- Request images from community of our folks via newsletter
- Use as much non-stock photography as possible
- Boxes are semi-permanent
- Could include links to lead you to another page
- Testimonials would be placed in another location due to the confines of how the boxes function
- Testimonials could rotate randomly
- Article in the newsletter requesting testimonials from community

- Editing will be done using Slack and/or via email
- It was suggested that we use the video of the 1-year anniversary celebration on the website

Action Items:

Franny will write newsletter articles requesting testimonials and photos from the community
 Scott will create three lists 1) listing entire menu directory, 2) list all pages we need to edit or create, 3) list of all event categories

Logo

We have two different logos concepts

Action Item:

Scott will finalize Logo

ZOOM

We need a list of all those who have ZOOM accounts that are willing to share their accounts with other community members.

We need to finalize a ZOOM covenant of best relational practices using our Principles and Purposes as a guide. Franny has been developing this document.

We need have a document ZOOM basics and provide support for those who need assistance in using ZOOM.

These documents will live on our website for easy access. People may need support in accessing our on-line resources.

Action Items:

Scott will send Franny a list of those who he knows have a ZOOM accounts.
 Scott will send Franny resources for ZOOM basics and relational practices.
 Franny will edit and add to the documents that Scott is providing.

Publicity

We discussed the overall needs for advertising, and publicity including encouraging local publications to write articles about the community.

Questions regarding what our channels are and what our costs would be were discussed. Potential publications for placing ads as well as articles about the community are:

- Spokane Faith and Values Column in the Spokesman
- Fig Tree
- Inlander
- Spokane Coeur d'Alene Magazine
- Black Lens

- Inlander Annual Manual
- Inland Northwest Business Alliance (INBA)
- Non-Profit inserts in the Spokesman and Inlander

It was suggested that creating a relationship with reports like Shawn Vestal would be helpful. We need to develop an overall plan for publicity that includes Social Media and is intentional. We need to develop a cohesive plan, decide what our message is and develop strategy as well as policy.

Action Item:

Anna Marie will reach out to Jim Dawson, Inga Laurent, Liz Moore, Kitty Klitzke for their advice and resources surrounding issues of publicity.

Facebook Pages

We currently have three pages the Main Church, Soul Weaving, and a Discussion Page. Scott is the administrator of the main page as well as the discussion page. Maureen Smith is the administrator of the Soul Weaving page.

The Discussion Page shut down once the new community was started. The Soul Weaving Page has only worship information posted on it. The Main Page is where worship and all business of the community are posted.

The Main Page is part of our requirement for our Chalice Lighter Grant. Access to this page is subject to approval of the administrator. This page will consist of three parts: Items of general interest to the community, Worship information and outside events that are in alignment with our Principles and Purposes.

Concern was expressed regarding the Soul Weaving page. The person who manages the page is not a current member of the community and left the community due to conflict. The Circle expressed a desire to move away from posting information about the community on this page. For now, we will only post items related to Sunday services. This requires further conversation with the Worship Circle.

Questions remaining are:

- How many pages do we need?
- What are our policies and procedures? How often should our policies and procedures be revisited?
- Where do we place submissions that are not church specific?
- What kind of an overall strategy do we need in regard to Social Media and Facebook in particular?

Action Item:

Scott and Erin will do the research into all aspects of our Social Media presence on Facebook and report back at the next meeting.

Future Facility Needs

The Circle is exploring what our needs will be once we have a physical location for sound, recording, remote participation, etc.

What will our need to for sound, videoing, etc.

Heather Kosleke has offered a professional contact for us to discuss this issue with.

Action Item:

Scott contact Heather for more information.

Future Agenda Items:

YouTube Channel

Adding Members to the team

Conversation with Worship Circle on Soul Weaving Facebook Page