

OUTREACH COMMITTEE MEETING - Wednesday, July 21, 2010

PRESENT: Pastor Tim, Lori Meyers, Peg Hoskins, Mike Petersen

EXCUSED: Roxane Busey, Brett Felten

-- New Member Reception:

- The new format Pastor Tim introduced was well received and flowed very well.
- Evening program lasted just over an hour 90 minutes.
- It would be nice to display of photos on the day they are received.
- Article in 'Friend' after they become new members with bios, etc. (Pastor/Paula)
- Pastor thought it would be nice to have flowers (carnations) for the new members to designate or celebrate the new members. (A symbol that would let others in the congregation know they are new members on the day they are received).

ACTION ITEMS:

- Coordinate photography of new members prior to the new member reception. (Carol Wilson? Scott Irwin?)
- Coordinate sending bios of new members to the Editor of the Friend so information on new members can be published in a timely manner (Pastor/Paula)
- Coordinate purchase of carnations for new members prior to New Member Sunday Service. (Pastor/Paula)
- Make plenty decaffeinated coffee in the future. (Mike)

-- Advertising:

- Local Press to come in and cover the service for a newspaper or broadcast placement.
- Work with Paula get costs per placement.
- Call Laura Tiebert to get any PR connections she may have.

ACTION ITEMS:

- Follow up with Laura Tiebert to see if she knows of any local PR people to help gain media attention to special services (Peg)
- Follow up with Paula to go over current advertising program and get more information/contract on specialty placements (Mike)

-- Phone Tree System:

- New office phone system approved for Trinity.
- New phone system has a hardware module to incorporate the 'Call Em All' system for the phone-tree solution. \$800.00 for the hardware.
- Option - Per-use fee (9 cents per unit / 240 numbers)
- Option - Per-month fee (\$25 per month for twelve months)

ACTION ITEMS:

- Obtain more information on the speed of the call transactions for the 'Per-use fee (Pastor)

-- New Members On-line:

- Send out account sign up e-mails to all new members for the past 2 years.
- Speak with Paula to coordinate with Chris House.
- How do you want to be contacted

ACTION ITEMS:

- Obtain MS Excel document of new members and appropriate e-mail addresses (Lori/Roxane/Paula)
- Send e-mail address list to Chris House so he can coordinate sending e-mail requests to new members (Chris)

-- Branding:

- Business cards, stationary, envelopes, etc. sent out to printer.
- Additional branded items to be put in Mike Petersen's mailbox.
- Front sign to be looked into.

ACTION ITEMS:

- Final approved layouts to be sent to printer (The Printed Word) for business cards, stationary, envelopes today (Mike)
- Look into additional print materials for Trinity to be rebranded (All)
- Approach Council in regard to a new sign to replace existing on Gold Road (Mike)

-- Event Communication:

- Populating 'tribal' information online at trinityevanston.org
- Taize Service, Holden Prayer Service
- Blue Grass Mass, Jazz Mass
- Easter Service (Music Files to embed)

ACTION ITEMS:

- Search older communications pieces (Friend/Bulletin) for information on special services or events. (Peg?/Paula?)
- Create a 'Master' listing of all events with supporting detailed information (Peg to coordinate - All committee members can participate)
- Create a print document to become part of new member packet (Mike)
- Post all information online (Mike/Chris)

-- New Members - October Class:

- More info to be shared in August / September committee meetings (Pastor)