

St. Timothy's Episcopal Church 2008 Membership Committee

January Minutes

January 10, 2008

Attendees: Phil Schmidt Ken Pepin Paul Tait Bob Campbell Joe Sharp

- Reviewed the yearend report for the annual meeting.
- Our new name for the Communications Forum is now Membership Committee. The Membership Committee is now part of the Vestry. Our Vestry Representative for 2008 will be Stephanie Rieck.
- Part of our responsibility for this committee is interviewing the members for the Tidings Member Spotlight each month. We need to schedule an interview with Beth Webb. Dawn needs the final notes for Tidings by January 15th.
- Dawn sent a list of the people we need to try to set interviews for 2008. The following are her suggestions for 2008 – they are not in any particular order. Jeff Day, Kosmider, Wolfe,s, Dana's, Phil Schmidt, Mauk's, Fisher, Kay Ball, Churchill's, Burton's, Edwards', Helen Evanoff, Barb Coon, Dave Welles, John Davis, Karen Morse, Valerie Jones, Polly White, Ruth Laws, Nancy Crotty, Martindale's. We need to select 10 for this year. We will finish up with any founding members and then go into "long standing" members.
- We need to conduct a brand audit for 2008 and give Dawn any templates she is missing. It is very important that we always have a consistent message and look on all of our communications, both internal and external. Bob Campbell has the master booklet from last year that we can review. Every year we conduct a brand audit of all marketing and correspondence materials and review standards and guidelines for use. A new website address was provided that contains the Episcopal Church Style Guide.
- We need to approach the vestry again on the signage program for the church. This project was started and then put on hold in 2007. We don't even have signage for our restrooms. The Signage Program proposed standardizing on how we display the naming of the various rooms, the type and visual look of the signage, and what rooms and topics will qualify for signage.
- The three events that we will be involved with this year will be the Memorial Day parade, the Blessing of the Pets, and our new Founder's Day.

St. Timothy's Episcopal Church 2008 Membership Committee

- We need to select a major fund raising event for the church. An event that is part of a larger regional or national program, ie; breast cancer, something with children, etc. An event that supports a larger cause will help bring local attention to St. Tim's.
- Krista Hutchings has agreed to write a series of articles on various topics about the church and what St. Tim's is doing. The articles will act as a way to promote St. Tim's through the exposure she will receive from the published articles. I will check with the local newspaper to find out if there are any restrictions we need to be aware of.
- We need to find out what our advertising budget will be for 2008. Bob Campbell needs two weeks notice on developing any ads for publishing. Paul Tait will find out the rates for advertising on www.perrysburg.com. The rates are very low and there are only a few churches currently listed on the website.
- We need to develop a list of possible events we could do throughout the year to attract the local community to St. Tim's. Some ideas were having Clint Mauk and Bob Boyd speak on their books, programs for younger families, having Mary Wolf present a program during the summer and repeating her Christmas program, or regional speakers. Once the list is finalized we will develop press releases and etc.
- Bill Davis has indicated he wants to join our committee. Bill has several ideas for promoting St. Tim's he wants to share with us.
- We will approach the Vestry for promoting a central theme for 2008. This will give the church a focal point for the year. We are suggesting "start a family tradition" based on the ad we did for the Perrysburg Band program in December. I will have a poster made of the ad for the Vestry retreat to help illustrate the theme.
- A goal for 2008 will be to find topics for generating press releases throughout the year on the activities at St. Tim's.
- A copy of the ThanksGiving report that contained all the comments the congregation gave the people that interviewed them for their 2008 pledges was handed out for review.
- The membership committee lead for 2008 will be Joe Sharp.
- Finally, Kristen Merick has always been part of our group and has continued to provide valuable input via email. Our prayers go out to her husband Chad and family for a

St. Timothy's Episcopal Church 2008 Membership Committee

healthy recovery. We will continue to consider her part of our group and look forward to her input.

- We meet the second Thursday of every month. Our next meeting will be February 14, 2008 at 7:00 pm.