

Minutes CPRM Ministry Meeting August 12, 2020

Attending: Justin Veiga, Angela Crisantos, Sharon Smith, Stephany Crisantos
Absent: Angelica Tronco, Tonya Adams, Deacon Tammy Fuqua
Moderator: Susan Morano

Last Meeting: July 15th **Next meeting:** September 9th

Assignments / Decisions:

Justin

1. To compile list of email blast recipients and send to Susan.
2. Will create a section on the Media webpage to highlight Meredythe's essays which will display a photo of Meredythe and perhaps a sentence or two from the essay (as an intro). This task dependent upon work Sharon and Meredythe are doing.
3. To alter Building Sign mock-up (#7 and #10) to display bolder, brighter colors (perhaps burgundy or purple). Mock-ups currently available for viewing on www.saint-matthew.org/brand. Susan will ask Parish Council Moderator to persistently pursue quotes from a vendor for "one-color" and "four-color" signs using the selected mock-up.
4. To create website Home page "feature box" to announce Kathryn's retirement party and 2020 ECC Synod. Susan to supply information for both.
5. To send "NextDoor" app username and password for Saint Matthew's account.

Sharon

1. To pursue her idea of "Saint Matt's Coffee Chat" described as a virtual recording of a clergy member answering spiritual, thought-provoking questions posed by a younger person (less than 40 years of age or so) for a duration of ten to fifteen minutes. Videos could be posted on Facebook and website to generate interest in worship.
2. To continue her work with Meredythe Hutchinson who will write essays related to Saint Matthew distinctives, personal discernment, spiritual calling, etc. (similar to her essay on Women Priests written in June).
3. To send the new QR code (created by Angelica) to Susan.

Stephany and Angela

1. Will send Clergy Spotlight photos and bio's to Justin for display on website as soon as all information/photos are complete.
2. To post Clergy Spotlight bio's on Instagram individually (one per week).
3. Will post Food Drive flyers on Facebook a few days before "collection" Sundays.

Susan

1. Will compare list of email blast recipients against April 2020 Church directory and report on differences between two data sources, and other statistics (names living out of town, names on list that are no longer with Saint Matthew's community, names without email addresses, etc.)
2. To send the Canva Clergy Spotlight web link to Sharon.

3. To contact Fr. Arturo to get details for ECC 2020 Synod announcement and ask permission to use his name on the Bereavement webpage.
4. To send email's to Mo Leslie Beckhardt Jemal requesting a photo for the Clergy Spotlight Instagram project. Susan will notify Fr. Chinnappa required pixel size for his photo.
5. To notify Fr. Arturo that Saint Matthew currently has a "NextDoor" account and provide the username and password.
6. Will send information for Kathryn's retirement party to Angelica (for email blast) and Justin (for website announcement).

Meeting Focus:

- Work in progress / pending / obstacles to completion
- New ideas for advertising and increasing membership
- Requests generated from August 11th Parish Council meeting

Topics Discussed:

- Communication needs from the Saint Matthew ministries / community
 - 2020 ECC Synod,
 - Kathryn Tuma's Retirement party,
 - Food Drive,
 - Children's Education
- Work Completed since last meeting on
 - Website
 - Facebook and Instagram
 - Sandwich boards and posters,
- Issues/Obstacles Encountered
 - Skewed Facebook stats for Facebook advertising
 - Red tape involved with achieving Facebook's "charity status", so a donation button can be installed on Saint Matthew's Facebook page
- Pending (In-Progress) Tasks
 - Clergy Spotlight on Instagram
 - Announcements on website
 - Meredythe Hutchinson's essays
 - Initiate posting of events on NextDoor
 - Facebook "donate" button
 - Building sign (color, font size, design, vendor quotes)
- New Ideas
 - Saint Matt's Coffee Chat
 - QR code bumper stickers
 - "Time and Talent" section on "Get Involved" webpage
 - Operations Handbook / Quick Reference Guide containing workflows/instructions church-related tasks