

Communication Committee
Meeting Minutes - DRAFT
November 23, 2009

Present: Ben Boynton, Mary Ciaramello, Pat Cote, Keith Davis (chair), Rich Marisa, Chris Pollock, Mike Redlin, Rich Steinacher

Minutes and New Members

The committee voted to approve the final version of the October minutes, which Chris circulated by e-mail earlier that day. The committee also welcomed Ben Boynton and Rich Steinacher to its ranks.

Archives

The subject of whether CommComm should assist the parish in organizing its historical archives was put up for discussion. Questions arose, including: Who had the ultimate responsibility for organizing the parish archives? What sort of record retention guidelines and parish/diocesan policies are available to help guide those decisions? The committee agreed that it was best to figure out what policies and guidelines already exist so that we wouldn't be recreating the wheel on this project. Mike volunteered to keep this discussion moving forward with the help of Ben and Pat. Pat also mentioned that she might have record retention guidelines from the diocese.

Media Kit and Media Strategy Proposal

Chris reported that he hadn't had a chance to make revisions to the media kit, but that he would do so based on the feedback the committee gave during the October meeting.

The committee then discussed the proposal that Mike and Chris drafted, titled "Strategically Publicizing StC's Activities in Local Media." Mike said that the goal in this is to get the word out about major events/programs that the community should be aware of, and that our parishioners would feel a sense of connection to if they saw these things in print.

Ben and others noted that CommComm shouldn't claim responsibility for identifying which major events/programs best served the parish's mission, that it would be the pastoral leadership. Rich S. pointed out that we shouldn't limit ourselves just to events, but that parish programs "that these events may shine a light on"; he gave the example of how the 200 Club events serve to enrich our program in the Dominican Republic. Mary pointed out that the 50th anniversary was more of a special one-time event, and perhaps deserves its own special category apart from other regular parish events. Rich M. suggested that our major goal in these effort should be at building our parishioner numbers, and that we should strive to highlight things that are "uniquely Catholic," such as the recent Feast of St. Cecelia.

Some possible programs/events we may suggest for coverage include: Dominican Republic/relationship with our sister parish; parish tithing program; Holy Week; new students and residents who arrive in July/August. Mike said he would revise the proposal based on our feedback, add some examples, and circulate to CommComm. Once our committee is satisfied, he

will then pass it on to Sr. Mary with the recommendation that it be shared with Pastoral Council for its blessing and approval.

E-mail Lists

Mike asked whether it would be possible to incorporate a centralized system of e-mail distribution lists for various parish groups and committees, so that e-mail lists could be more effectively managed. Rich M. offered to look into possible solutions, including finding another internet host company.

New Chair

With Keith Davis stepping down, Chris nominated himself to be chair beginning with the January meeting. CommComm members approved the motion. Chris requested that another member volunteer to begin taking minutes in the future. The committee again thanked Keith for all his great work over the past two years.

Next Meeting

The committee decided not to meet in December and scheduled its next meeting for Monday, Jan. 25, 2010, at 5:15 p.m. in the Parish Center.

*Minutes prepared by Christopher Pollock
Nov. 23, 2009*