

Record of Meeting
UCV Communications Committee
November 5, 2017 9:45-10:45 am

Present: Mary Bennett, (co-chair and meeting facilitator), Paul Prescod (co-chair), Lynn Armstrong (notetaker), Galen Elfert (web administrator), Margo Elfert (UCV Events), Carolyn Grant, Randall MacKinnon, Keith Wilkinson (Membership Committee Chair and CUC liaison), Rob Dainow, Cheryl Amundsen, Aurora Eyolfson (Congregational Administrator)

Regrets: Leonie Armstrong, Stanley Tromp

1) Introductions: with current interests and roles

2) Chalice Lighting and reading by Keith. **Agenda** approved.

3) Print Publications: Brochures, posters, etc.

- Main UCV brochure needs updating. Current supply is almost gone. Final version is sent by UCV member to staff (Aurora/Marcus) for running off.
- Lily Ha looks after the Chinese language brochure(s).
- Other UCV brochures are printed in-house using a standard template. Committees or groups responsible for costs and printing.
- Query on guidelines. Keith explained that UCV policy & procedures have not been formally updated for some time.

Actions:

- a) Keith will find current policy & procedures related to Communications Committee and will send to Mary
- b) Carolyn will take lead with updating UCV brochure, will include Chinese name and Musqueam territory. Will research pros and cons of in-house printing vs paying for outside production
- c) Aurora will let Mary know how many were printed in last run and when
- d) Paul will assist Carolyn with wording on updated brochure, will liaise with Kiersten re children's programs

e) Mary, Paul, Carolyn, Lynn will review existing guidelines and consider consistency issues.

4) Bulletin Boards:

- All boards are clearly labelled. Not all have a clearly identified committee liaison responsible for updating although this is encouraged. Outside events have their own Community board.
- All ComCom members are empowered to remove any partisan or outdated materials and to move items to proper spot.
- December often sees an increase in visitors who often check out the bulletin boards for info so we would like them to be current.

5) UCV Events and weekly Email with Order of Service: (Margo & Mary)

- Margo reported improvement in receiving Events info by deadline of 18th
- Margo now uploads info on worship services and events to website after distribution of 'UCV Events' on last Sunday of the month. She mentioned how helpful Galen's audio/visual tutorials have been – perhaps these could be available to others?
- Aurora/Marcus look after printing hard copies. Mary requested at least 100 to start each month with an extra 25 always in the reception area of office. Additional ones may be printed during the month if needed.
- Nearly 500 people receive UCV Events via google group email. Newcomers can sign up. Names go to Mary to add.

6) Website Update: (Galen and Paul)

- Feedback on new website has been very positive and traffic continues to increase. Yvonne Marcus has been roundly thanked and congratulated for her work. She had the new site on her own server for a year and maintained the two sites side by side during development.
- Galen has lead with website now.
- Committees are expected to look after booking space for their events and then add their info directly to the site
- Paul and Mary are available for consultation/support for those learning to post info on the site. Paul continues to offer tech consultations on 1st Sunday of the month after the Service.

- We would like to have an online booking feature. Unitarian Church of Calgary was mentioned as having a good system:

<http://unitarianscalgary.org/calendar/>

- Paul gave us a mini lesson on Search Engine Optimization (SEO). We would like to increase traffic for space rentals, weddings, etc. A good landing page is essential for any issue we want to promote.

Actions:

- a) Galen will add a search field to front page
- b) Galen will look into pros and cons of options for online bookings
- c) Galen will fix problem with link for service speaker bio's

7) Testimonials on website:

- We would like to see more testimonials on the website with photo and a bio about outside interests as well as church involvement.

- Stanley is willing to interview UCV members who need help with writing a bio.

- Paul is looking for more video links of Steven. Suggestion – Steven's May 2016 address in CUC AGM was likely video'ed

- Other suggestions: (a) Perhaps next new member breakfast Dec 10 could be taped, (b) let's film all of December!

8) Closing Reading by Keith.

Meeting adjourned at 10:45 am.

Further meetings to be scheduled as/when needed. Goal is 2 per year.