

Evangelism & Membership Committee  
Minutes for Tuesday, October 1, 2019

**Committee Members Present (in bold):** Sammi Bailey, **Carol Carpenter**, Jennifer Dowler, Jim Fisher, Elaine Gustafson, **Dana Nelson, Kevin Shoffner, and Vicki Winters**

**Staff Liaisons: Pastor Kathryn Campbell and Becky Deakins**

- Opening Prayer: Kevin Shoffner
- Just Lunch: Carol Carpenter is looking for hosts for 11/17.
- Gather Round: One new group has already met (Betty Wade's) and at least another is in the works.
- Yoga for Men: Fred Campbell is loving his private class.
- October 13 Training Session (9am): Vicki will call front door people to remind. Kathryn will follow-up with ushers.
- EMT/Doctor List for Medical Emergencies: Kathryn will compile a list from the Directory of Whatnots and make sure it's at the welcome desk and shared with ushers. People on list should be contacted first.
- Directions to Sunday School Classes for Visiting Parents: Becky created a hand-out with a map for Welcome Desk attendant to distribute when needed.
- Fall Festival Help: Sign-up genius is being updated. E&M members will make sure tent is covered. Kevin S., Laura & Bob to take pictures. Becky is pushing for trunks from preschool families. Kathryn will contact Alliance Church to invite and encourage to help with trunks.
- Website & Social Media: Becky to remind ambassadors to invite friends to the Fall Festival in the coming weeks to keep FB momentum building without paying for boost.

- Table Sponsor for Triad Health Project: Kathryn is set to man our Starmount table at the Red Ribbon Run & AIDS Walk on 11/16.
- Alliance Church Tie-ins: Carol suggested that we invite them to more of our events and join them for some of theirs. How do we hear their stories?
- New Member Class: Kathryn is reaching out to visitors but no one is ready to join at this time. We will keep the 11/24 date for now to point visitors to a new member class.
- 2019 Budget Review: After Advent postcard drop (\$1500) and coverage of membership overage (\$500), we should have \$1400 remaining in our communications budget and \$700 remaining in our evangelism budget.
- Lillian Steele Photography/Promotion Budget: \$5292.71 remains. We can carry this over, as long as we have solid plans for spending it over the next 2 years.
- 2020 Budget: Numbers are unlikely to change, but we are considering fresh tactics for attracting new families to Starmount. Committee plans to approve next year's budget (for submission to Finance) at next meeting.
- Video Production: Kevin suggested that producing 15-second videos to promote Starmount would be an affordable option to highlight the church's missions, community outreach, worship/music & general image building. We could use them on social media or in 15-second bookend spots running during the news on WFMY. The media charge is surprisingly low at \$50-70/spot. Kevin will begin to gather raw footage at upcoming events like Tiny House work days and Fall Festival so we can share clips with the committee at the next meeting and talk more about how this may fit into our upcoming promotional plans and budgets.
- Closing Prayer: Carol Carpenter

**Next meeting: Tues, November 5, 2019 at 6 PM**