

Minutes

Church and Community Connections Committee

Tuesday October 10, 2017

7:00pm Church Parlor

Members present: Bob Cocklin, Chaplain Donna Hale, Shelby Holley, Denny Minnich, Jeff Noble, Dave Rohrer, Sharon Shellenberger, Bill Webb, Pastor Chris Schwab

- I. The meeting was called to order at 7:00pm and an opening prayer/devotion was given by Bill Webb
- II. Motion to approve the minutes from the September 12, 2017 meeting by Bill Webb, seconded by Denny Minnich. Minutes were approved.
- III. Dave Rohrer reported to the committee, as an informational item, that Thank-You letters for our donations were received from Carlisle Cares and Project Share. Letters are posted on the CCC bulletin board.
- IV. Old Business
 - A. Dave Rohrer reported that after repeated attempts to contact the person in charge of My Brothers Table, phone calls are not returned and no response regarding our request for 2018 dates has been received. Dave voiced concern and frustration about the lack of communication from the organization. After much discussion, it was suggested that Dave contact Maj. John Riley of the Salvation Army and inform him of the situation.
 - B. Harvest of the Arts – Bob Cocklin reported things went well but some additional help could have been used in manning the coloring and Legos tables. Set-up had enough help, but teardown/clean-up could have used one or two additional people. Discussion took place about the Downtown Association renting our parking lot and whether they should provide people to monitor the lot instead of us. This will be addressed in the future if the Downtown Association wants to rent the parking lot for this event.
 - C. Follow-up Hurricane Relief Special Offering – Iva reported that \$2066.00 has been collected to date. She suggested we wait until the end of the month to send our donation to the United Church of Christ organization in case additional donations are received. All agreed to this suggestion. Pastor Chris advised the committee that the amount collected will be matched by another church fund.
 - D. Follow-up – Sentinel advertising costs - Dave gave a brief review of information provided by Iva of our costs for advertising in the Sentinel and examples of what other local churches are doing. Much discussion took place regarding these costs and the pros/cons of using print media to advertise our church and events. Jeff Noble questioned the cost of placing our information in the Sentinel Welcome circular (\$266.76) particularly with newspaper circulation declining. Questions were raised as to the worth/benefit for us to advertise in the Sentinel and whether advertising via social media would be better. Pastor Chris indicated we advertise on Facebook, Twitter, and Instagram. Chaplain Donna thought the use of social media was a better way to get our word out in today's world. Bill Webb asked for an explanation about how advertising works on social media with Pastor Chris providing an explanation. Dave asked if we could use budgeted funds in a better, more effective way, than using print advertising. Could more resources be put into social media advertising? The committee felt this issue should be brought up at the next Consistory meeting to make them aware of our concerns and to seek their input.

- E. Future meals for My Brothers Table – Dave provided input from a meeting with Iva about meal ideas to consider, some having been prepared in the past, including mac & cheese, hamburgers/hot dogs on the grill, pans of Lasagna, spaghetti & meatballs, and simple deserts. Church members can be asked to prepare foods and deliver to the Salvation Army. These ideas will be kept in mind as we move into 2018 dates for My Brothers Table.
- F. Reminder: Special Mission Sunday November 12, 2017 – benefit Maranatha. Chaplain Donna indicated that Kathy Bowers, Maranatha executive director, will speak briefly at the service on November 12.
- G. Reminder – next My Brothers Table is Saturday November 18, 2017 with Don & Linda Rutz preparing the meal. Don has indicated that Sign-up sheets for food donations and help in serving will be posted very soon.

V. New Business

- A. Bob Cocklin requested help in preparing and distributing flyers advertising church events in the future. Bob also asked if flyers can be produced in-house. Discussion took place about whether we have the ability to do this in-house and who would do this as Iva may not have the time needed. Chaplain Donna spoke about the cost of mailing flyers and the little benefit to delivering flyers to various locations in Carlisle. There was a question whether people were looking at flyers/posters or would social media be the better avenue to advertise. We will work on getting more help for Bob and look into printing in-house.
- B. Pastor Chris indicated The Block Party on October 6 went very well. The Carly Clark group was a great choice for entertainment, the event had enough help, and several local businesses generously donated food items for the event including Alibi's (soda and ice), Brick (pasta salad), and Seve-N-Dot (several pizzas). Big Brothers/Big Sisters was also present with information and an activity for the Block Party. A big thank you to these businesses!
- C. Pastor Chris indicated he received information from Joe Klosa of Project Share about when they are open.
- D. Pastor Chris indicated a letter has been received from the Chamber of Commerce asking us to renew our yearly membership in the amount of \$260.00. After a brief discussion, Shelby Holley motioned to renew our membership, seconded by Denny Minnich. The motion was approved.
- E. Pastor Chris indicated that we have been invited to participate in the 2018 Amani Festival on the first Saturday in May. We would basically do what we did for Harvest of the Arts (coloring/painting & Legos) without Joseph's Cloak. Pastor Chris is going to check with the organizers as to whether there is any cost to us to participate. We will continue this discussion in November.

- VI. Adjournment : Shelby Holley motioned to adjourn the meeting with Jeff Noble seconding the motion. All were in favor. The meeting adjourned at 8:04pm. Next meeting is Tuesday November 14, 2017 at 7:00pm in the Parlor.

Respectfully submitted,

Dave Rohrer, co-chairman