

## Hospitality and Membership Ministry Meeting Notes

August 11, 2021

Present: Harold Hight, Barb Hanniford, Linda Morris, Linnea Stafford, Gayle Wall, Eileen West, and Kelley Gifford (guest, chair of Marketing and Communications)

### Opening

Gayle opened the meeting with prayer at 7 pm. and welcomed Kelley who chairs the Marketing Ministry.

### Old Business

- Updated welcome bags

We currently have two brochures in these bags and will instead combine them into a single brochure. We discussed using the newer bifold brochure as a starting point and adding some material from the trifold to it. This includes: our website URL; our worship options, including service time and YouTube channel; pictures; and our new mission statement. Kelley will work on a draft, with an end of August goal.

The brochure will be done using our Kent UCC selected font (Cambria) for our own communications (bulletin, newsletter, other official communications). Kelley clarified that the UCC brand guidelines are used for marketing materials such as for our church website.

Pastor Amy suggested that the welcome bag include a bookmark. Eileen created a possible mockup. We suggested that the bookmark should have less text, possibly using "This is the day the Lord has made. Let us rejoice and be glad in it" on one side and a prayer on the other. We agreed that there should be a kids' version for the children's welcome bags. Kelley will work on a design for the bookmark as well.

Linnea can change the font on the the bag label to Cambria for consistency with the brochure and bookmark.

Our old travel mugs were found and will be included in the bags.

- New Member Orientation Packet

Forms are being updated to the UCC font, and Leah has created instructions for using Engage. A printed directory will not be included as we want to encourage the use of Engage. However, we agreed that printed directories should be available for those who are not technically savvy. Leah has also created a new flow chart for how UCC came about as a denomination. The new stewardship envelope will be included this fall.

- Prayer shawls. One shawl was delivered in July, and one new name was suggested.

- Birthday postcards. Linda will do a handoff to Kathy Robinson before September. Kathy will do September and October, and Eileen will finish the year.

#### New Business

- New Member Orientation. Scheduled for September 26, with new members received on October 31, Reformation Sunday.
- Welcome bags for children. We need to revisit these bags.
- Greeters. Barb reminded us that we will need greeters again once indoor worship resumes (scheduled for September 12, but this is subject to change). Harold and Eileen both volunteered to greet initially. We'll need to identify our protocol in advance.

Our next meeting is **Wednesday, September 15 at 7:00 pm.** We will meet via Zoom.

Respectfully submitted,  
Barb Hanniford