

Report to Council on Ministries
First United Methodist Church

Committee: Communications

Last Meeting date: February 19, 2009

We welcomed Steve Kiser to the committee as a new member. Bill Shemela is also a new member but was away due to his son's death. We asked for prayers for the Shemela family.

Report:

The communications committee is currently working on several items:

SIGNAGE: The \$5,000 grant awarded from the foundation last year for improved signage has been extended through this year since the money had not been spent. A group met on February 18, 2009 to discuss pushing through with decisions for both outdoor as well as some indoor signage. One estimate has been obtained and others will be sought. Additionally, this group would like to work on developing a graphic identity for the church including the use of a consistent set of fonts and a logo. (Minutes from this meeting attached). Another meeting is set for March 25th at 9:00 a.m.

THE TIE: Since our last meeting a decision was agreed upon to continue The Tie on a more regular basis than quarterly. Dianne Krause has been working on some changes in the format and appearance of the newsletter. This is an effort to improve the appearance, avoid duplication, and reduce the length. We are very appreciative of Dianne's efforts and work on The Tie, please offer her your appreciation, this is a big job for a volunteer. There was discussion about a single issue for July/August and for December/January. There was also discussion about a June/July/August issue. Dianne Krause will be talking to some of the staff about the summer issue before a definite decision is made. There was also discussion of how to make the editing process smoother.

Items for Council action:

1. None at this time.

Calendar items:

The next communications committee meeting will be April 2nd at 6:30 p.m.

Submitted by: Diann Harle

Position: Chairperson

First UMC Brevard –Graphics and Signage Committee
Notes from meeting on February 18, 2009

Attendance: Steve Arnaudin, Doug Harris and Mark Bailey. Carol Dodson was sick and Kerry Purselle and Diann Harle had conflicts.

ORIGINAL SIGN COMMITTEE - There was discussion regarding regrouping to push forward on the efforts of the original sign committee (2007) to help our congregation provide better signage to help visitors find their way around our property and building.

Furthermore this working committee is expanding its efforts to include the establishment of a 1st UMC Brevard graphic identity using typefaces (fonts) colors, etc. The goal is to that from the parking lot to the pew to the privy we have a consistent use of graphics and typefaces. We want our look to be comfortable.

FOUNDATION GRANT - The 1st UMC Foundation – Brevard has extended the \$5,000 grant into 2009 to help us with our signage. We reapplied for the grant in January of this year. They are hoping we will be able to make headway on this effort in 2009.

ORIGINAL OBJECTIVES - We discussed what we believe are the original Sign Committee Objectives which grew out of the Natural Church Development goals. There seem to be three ways to break it down as it relates to signs: External directional signs, Internal directional signs, and Room signs.

IMPACT OF STRATEGIC PLANNING - We discussed the Strategic Planning Study and where we might be in the future and how this might impact our efforts. Can we accomplish the Natural Church Objectives while waiting on this process? We felt comfortable proceeding and we will have to prioritize sign implementation as it relates to available funds and the outcome of the strategic planning study. If everything were positive with the study it could easily be 3-5 years until we were finished with a new endeavor.

GRAPHIC IDENTITY - We discussed the need for a Unified Graphic Identity (from the parking lot to pew). A graphic identity includes how we use typefaces, word marks and logos in almost every area of our church. We would be striving to implement, over time, a unified look that was both fitting to our congregation, and welcoming. Areas related to graphic identity:

External, Internal and Room signs

Letterhead and Envelopes

Attendance Pads

Prayer Cards

Announcement Cards e.g. Souper Supper

Brochures (standard look)

Bulletins

Van lettering

Newsletter - The Tie

Web-site

LOGO - We discussed a logo? Do we have a logo and is it the drawing of the church steeple? We talked about the United Methodist Cross and Flame. Having two logos could be confusing. How could we create an identity that was not related to a building, but to our mission and ministry. It was recommended that we wait until the church visioning committee finishes the new vision statement. Then we could consider logos with the involvement staff. We have a couple graphic designers, Tim and Sarah Thew (Ruth Butler's son and daughter-in-law) who will help us guide us with the development of a logo that represents us, without charge.