

LIVING WORD LUTHERAN CHURCH
Evangelism Committee Meeting Minutes

December 15th, 2016 5PM

Attendance: Dave Anderson, Paul Johnson, Marvelle Weispfennig, Pastor A.J.

Agenda/Discussion:

Discuss marketing for 2017, visitor packets and membership.

Dave opened with prayer.

Old Business:

- **Senior Perspective advertising**- Marvelle will check with owner Jim Palmer regarding setting up an ad for Jan & Feb. Ad details will have statements such as: *Traditional Worship, Focused on God's Word, Come Worship With Us, or Your Invited to Worship With Us.*
- **Echo Press & Senior Perspective:** Marvelle will post an ad for FEB 12th, 2017; Movie about the 95 Theses.
- **Cinema Theatre Update**- Marvelle will contact the Cinema to set up a meeting together with Dave Anderson the new owners and herself to discuss the opportunity of creating an ad in the future.
- **Visitor Packets**- Committee members felt that the Visitor Packets need to be more visible and easily accessible to the public so they may "Help Themselves". Dave Anderson will stop by Office Max to see if they have an acrylic style container that the folders will fit within. A sign/label will be posted on the container that states: "Visitors Please Take One" or something similar to that meaning.

New Business Discussion:

- **Update Active Member Roster**- discussed protocol regarding taking inactive members off the LWLC Active Member roster, would like to update our member list by December 31st. We will need feedback from the Council to fulfill this request.
- **Marketing Items/Giveaways**- committee members will look into purchasing some marketing items/materials with LWLC's logo & address posted to get more public awareness. Marketing tools will be a great addition for special events such as the upcoming Movie of the 95 Theses and other public events held at LWLC.
Committee members will do individual research and come together with shared ideas...date TBD!

NEXT MEETING:

Thursday January 19th, 5PM

CLOSING: Lord's Prayer

Minutes provided by:
Marvelle Weispfennig/Secretary