

St. Dominic Marketing Committee Minutes  
September 26, 2011

Present were Dan Herda, Angela Zuniga-Meyer, Lynn Heitman, and Meg Picciolo. Molly Schmidt was excused.

August minutes were edited and approved.

**PAF/PAAC Rentals-Advertising:** No free bulletin, family folder, mailing or flyer advertising for renters. Discounted advertising would be acceptable. Parish needs to be aware of appearing to endorse advertisers. Consider a separate section in the bulletin for advertising or placing with other bulletin advertisers. Price should align with size of ad/article. The school parent newsletter should review including promotions/ads for outside groups that are not associated with the parish or the archdiocese for free. Community programs, such as City of Brookfield/Elm Grove should also be considered as to best practice to determine clear policies. Rental groups scheduled events should be included in the published parish calendars as they relate to availability of space and what is happening on campus.

**PAF/PAAC Installed Advertising:** PAF scoreboard ad panels are planned. The marketing committee prefers a Patron of the Arts option over ad panels. A display area that could be updated yearly, advertisers could be included in any printed programs.

**Vision Area Implementation Team (VAIT) Report:** Committee reviewed current status and discussed upcoming year goals for closing out the Vision 2012 process. Highlights from the past year included adding online prayer requests and prayer team email communications, new Knight Logo, Construction update publications and communications including Thank you video by Dan Herda, Guidebook & Directory publication and distribution, Newsletter receiving positive feedback and article submissions and suggestions, increased Facebook, Linked In and blog followers, Christmas/Church Renovation giveaway was well-received. Outstanding items from last year are: recruitment of new marketing members, brand guidelines, alumni association development, school/academic logo, database solutions, and media presence. All were due to lack of resources and/or ran out of time. Other items to work toward for 2011-2012 are new family packets, parish card stock designs, refresh newsletter design, pictorial directory, increase parish ministry visibility through video/publications, and beginning discussion and review of website redesign.

**Christmas Giveaway:** Bookmark and Holy Family Cards are almost depleted. A new "card" type giveaway was suggested. Format could be as a "ticket" "Your Invited! Renew your commitment/involvement", or "New Year Resolution! Renew: become a member, get involved, make a commitment. A part of the card could be removed to bring up to the altar to be prayed over and the other part taken home. Other ideas were a magnet with parish logo. Marketing decided that an annual St. Dominic ornament would be a great continuing promotion that provides a sense of community. After a few more years, we could display the St. Dominic ornament collections and ask, "Do you remember or do you still have"..... An ornament that ties into the PAF/PAAC like last year's Church Renovation, and also reflects this year's theme "With a Grateful Heart" was recommended. Angela and Meg will look into options. A future year's ornament, maybe next year after we have been using the new facilities, could be a skeleton key

with a theme of “Keys to the Kingdom.” How are we using these facilities, how are they unlocking/opening the doors to Christ’s kingdom here on earth?

**Lenten Promise:** At the start of Lent offer parishioners to write their Lenten promise on a card and bring to the altar- Where do you want to be in your faith come Easter? Or, write a message to yourself about your promise or commitment, which we mail back to them at Easter.

**PAF/PAAC Celebration** October 29/30: Dan and Rusty will be taking photos. All are invited, asking H&S to help provide refreshments, musicians.

**Stewardship Appeal:** Graphic options were presented and selection made for this year’s theme. Draft of the expanded year-end presented as part of the Treasure Appeal materials which will be part of the appeal along with witness talks and commitment cards and letters, and homily talks.

There will be no meeting on October due to upcoming activities and stewardship tasks requiring individual time and effort.

Submitted by Meg Picciolo