

Treasure Coast Unitarian Universalist Congregation
MEMBERSHIP COMMITTEE MEETING
MINUTES

December 14, 2015

Present: Viola Fairweather, Fred Dembowski, Mary Thayer, Regina Wood

Focus: Advertising/Marketing

Chamber of Commerce: (Fred) TCUU joined Martin CofC Nov. 4. We have 90 days to receive free advertising as new member.

- **500 Free Business Cards** (Regina)
- **Free Ads:**
 1. Hometown News, Stuart News/TCPalm (Fred)
 2. WSTU (Mary) WQCS (Fred)
 3. Your Voice (Regina)
 4. Seabreeze Publications (Vi)
- **500 Free Post Cards** (Vi)

Committee members will work with the new TCUU administrator, Caitlyn, in designing ads and business cards

Current Business Cards: Reviewed. Will use them, but made changes to new ones. Changes: color (light blue with black letters); change “We are a welcoming committee” to “Enquiring minds, open hearts”; put Facebook logo on card

Branding Congregation:

- **Name Change:** After much discussion, committee recommends the congregation name stay Treasure Coast Unitarian Universalist Congregation. Changing the name would be confusing and would be expensive.
- **Brand:** Committee recommends being consistent in using same chalice/name logo, slogan “Enquiring Minds, Open Hearts”, and wording in marketing who we are

Post Cards Suggestions:

Basic Purpose: Visibility

Front: Name/logo, Picture, Contact info., Facebook logo

Back: Chalice and Seven Principles

Note: All ad materials must be approved by the Board of Directors.

Marketing Schedule: Committee to develop yearly marketing schedule (i.e when to run ads)

New Templates: Fred reviewed templates for submitting information for the Calendar, News Item and Non-Profit Events. Members need to start using them.

Next Meeting: Dec. 17, 2:00. **Special meeting:** Tues. Jan 5 at 1:30.

Field Trip: Fred took committee to Chamber of Commerce to review other organizations post cards/literature to get ideas for ours.

Treasure Coast Unitarian Universalist Congregation
MEMBERSHIP COMMITTEE MEETING
MINUTES

December 17, 2015

Present: Viola Fairweather, Mary Thayer, Regina Wood, Fred Dembowski, Caitlyn

Radio Announcements (Mary)

Committee wrote public service announcement. Mary to work with WSTU and WQCS on getting then on air. Jan. 14 goal date for starting WSTU announcements (one a week for four weeks). Mary agreed to work with WQCS instead of Fred.

Ads for Written Media (Regina and Vi)

Committee and Caitlyn designed proposed ad. Caitlyn to create and send to committee for Review. Regina and Vi to follow-up with publications when approved by Board

Free Business Cards (Regina)

Caitlyn to design card based on suggestions from last meeting and send to committee for review. She will also order them when approved. Regina will distribute

Martin Luther King Event

- TCUU invited to participate Jan. 18. Booth and musical program
- Committee decided TCUU will have booth
- Vi to talk with Jim Rickson regarding TCUU participating in musical program

Community Events Materials

- Suggestion made that materials for distribution at Community Events be compiled so that anyone can use them. Suggested items: TCUU Banner, Business cards, UU literature, Post Cards (when available).
- MLK event will be "trial event" to see what materials we will need in future

Bring a Friend Sunday

- Date changed to Jan. 24
- Will need to appoint some members to bring extra food

Newcomer Packet

- Vi to put together

TCUU Proposed T-shirts

- May use at MLK event if they are ready
- Committee proposed changes to T-shirt, but not our area, so Vi to give suggestions to Social Justice committee

Important Dates:

- Jan 5, 1:30 Special Membership Committee meeting to focus on developing Post Cards
- Jan. 28: Martin Luther King Event
- Jan. 21: Regular Thursday Membership Committee meeting. Time TBA
- Jan. 24: Bring a Friend Sunday

Adjourned

