

Parish Pastoral Council
October 15, 2015
7:00 p.m.

MINUTES

Present: Fr. Peter Gori, Fr. Richard O'Leary, Sr. Madonna Kling, Erik Eldracher, Andrew Botti, Allyson Smith, Paul Romano, Eugenie Moffitt, Dana Rowland, Thomas Papineau, Monica Gallacher, Sean Sexton, David Tagliaferri, Cindy Cookson, William Green, Eileen Rullo, Brad Heim, Susan Ratyna.

Absent: Deacon Lou Piazza, Deacon Michael Curren, Anthony Ganci

Opening Prayer: Our Lady of Good Counsel

Minutes: The minutes from the PPC meeting on 9/29/15 were accepted.

Parish Communications Update:

- Communications Associate, Danette Morris was in attendance to inform the PPC on the various forms of outreach implemented at the parish and to discuss any thoughts/suggestions from the PPC regarding communications.
- The goals of parish communication are to increase church attendance/participation and to inform current and prospective membership (as well as other Catholics in the area) of events happening both at the parish and locally that may be of interest/relevant.
- Danette guides the process and explores/evaluates/implements communications tools and determines the effectiveness/feasibility of current or prospective communications outlets.
- The primary means of outreach currently in use are the following: 1) Weekly Bulletin, 2) Parish Website, and 3) Monthly eNews. The Parish also has a social media presence on Facebook and is exploring options/feasibility for other social media outlets such as Twitter.
 - The website contains the most comprehensive information and all media used directs parishioners toward the website. There is a new website "theme" that allows for easier viewing on mobile devices.
 - The monthly eNews has a primarily sacramental and liturgical focus. This is an opt-in feature which can be subscribed through link on the website. Religious Education and Youth Ministry also utilize eNews to reach their membership with regular updates and announcements.
 - User preferences/interests can be ascertained and the use of obtained information is being considered to respect privacy, etc.
 - Facebook is used a bit more regularly by the Youth Ministry and the value of using Facebook for outreach is still being determined. Social media is constantly changing and as such, new options are always being explored.
- News releases are appearing with greater frequency in The Townsman to highlight big events at the parish.
- Fliers, pamphlets, posters, prayer cards, bulk mail, calendars are all utilized to keep parishioners informed/connected.
- The possibility of an app is being considered, provided it can be integrated fully with the website and can be created at a reasonable price.

- The parish database has 3,300 active families and 2,500 of those emails are on Constant Contact. There is a roughly 800-family gap in emails and the group discussed ways to capture that information. Privacy rules don't allow for direct web outreach, so perhaps encouraging members to register emails can be done along with the GAP mailing and possibly an announcement after Masses, in addition to the bulletin where this information appears weekly.
- Janie Moffitt applauded the many benefits of the bulletin, enjoys seeing mentions of the parish in The Townsman and also noted that managing a group FB page can be very labor-intensive. Danette asked the group for feedback on what information they would like to see and with what regularity. It was noted that South Church produces a beautiful card with the Christmas Mass schedule which is handed out at the Santa Parade on Thanksgiving weekend. Danette plans to ask Deacon Mike if he might be interested in spearheading a similar initiative at St. Augustine.

New Evangelization: Sister Madonna continued the discussion of evangelization and the group watched a video called "Proclamation of Christ's Resurrection." The group then discussed ways to incorporate the mission statement with the spirituality of Saint Augustine. Father Rich emphasized that we need to be "people of prayer who talk about Christ" and in order to accomplish this, we need to "get to know Christ in a personal way." Father Peter suggested that we ask ourselves what the Resurrection means to us and therefore gain perspective on what it means to be uniquely Christian.

Several ideas were shared including practicing regular prayer, finding the right "faith words" to use when speaking with others, and being cognizant of opportunities to share our faith and to act in a Christ-like manner. A way that David Tagliaferri keeps Christ in the forefront is by regularly listening to Catholic Radio (AM1060). Many programs offer insights to help Catholics speak effectively about our faith in our secular world.

9:30 Mass/Family Social Update: To date, attendance has been solid at both the Mass and reception with good representation from ministries. Sister Madonna encouraged the group to continue to wear their name tags and invite people to attend the reception. Cindy Cookson suggested it would be nice for all ministries to have name tags and offered to help coordinate this effort if the idea is approved.

Holy Day Masses: Christmas Mass schedule is set and New Year's Day Masses will be offered at 4:00 p.m. on 12/31/15 (vigil) and at 9:30 & 11:30 a.m. on 1/1/16.

Pastor's Remarks:

Father Peter will be unable to attend the PPC meeting on November 19 and it was subsequently cancelled. Possible dates for the PPC social are January 9 or 16, 2016 at the parish center. Father Peter will check with the parish calendar for availability.

The meeting was closed with the Hail Mary

Respectfully submitted,

Monica Gallacher