

St. John The Baptist Parish Groups & Activities Commission

Meeting Minutes

Date: 4/18/2023

Attendees: Rita, Molly, Tom, Taylor, John, Joseph, Maria, and Jim

Absent: Tessa

Guest: Father Paul for part of meeting

Opening Prayer

Group Updates

- **Open Items/Discussion/Review**
 - **Discussion on SJB Narrative Brand Identity Framework**
 - Father Paul expanded on the process of working on the identity framework and how it will benefit SJB.
 - PGA gave positive feedback to Father Paul about the Narrative Brand Identity Framework and asked questions for clarifications
 - PGA asked what the next steps are in the process and recommends that we keep the framework for internal use only
 - When a decision is being made internally, PGA noted it is important to come back the framework to make sure that the decision aligns with the parish's mission
 - **Signage / Directions for Church**
 - We're hoping to make sure the signage is both welcoming and time-honored
 - Some suggested edits include making the arrows smaller and placing left of text, making font the same, including icons, etc.
 - Library Update
 - **Thank You Notes**
 - **Great work Molly!** Will go out to groups this month
 - **Discussed/Updated Roster/Commission Assignments** (Should have this completed by next meeting)
- **PLC Discussion Question**
 - What are your initial reactions from tonight's teaching about the Narrative Brand Identity Framework?
 - We discussed it, liked it, and found it to be very well constructed. There are obvious questions like, "It is great to have this document, but now what comes next with it? How do we keep everything aligned with it?"

Next Meeting

- May 16

Closing Prayer