



**ASSOCIATION OF CONSULTANTS FOR LITURGICAL SPACES
MEETING MINUTES**

JUNE 15, 2017

**ROBERT HABIGER, SHELLEY KOLMAN SMITH, JIM HECK,
JUANITA YODER, WILL BROCIOS**

Minutes for Work Session - Jim would like to help Carol with conferences and retreats.

Membership issues - Robert

Communication committee groupings - Will - asked if we could send out press releases or newsletter. That would be dependent on mailing lists and how to do website generated news to go to mailing lists? FDLC or SWLC need to link us to their websites. Juanita would like us to have an internal and external mailing lists. Shelley suggested that we post snippets of webinars to the public - like the first 5 minutes be public to draw in new members. Will is going to put together an outline to see if this can be done through Mail Chimp or Constant Contact. There was a question as to whether or not the existing newsletter could/should go out to more than membership and would it be a good idea to put advertising in the newsletter?

Jim- asked about our financial situation and can he get a budget? At the moment we have \$12000 in the bank - which is enough to do some advertising. The board felt that about \$4000 could be put toward advertising. Will is going to look into more free advertising such as when we cosponsor SWLC we should ask for an ad or a least a link to our website and also place an ad in the FDLC booklet.

Social media - Juanita - facebook - \$50 to Juanita would like \$50 to experiment with a page boost on Facebook. She will post something at least once a week and members could send things to post. Will is going to set up a LinkedIn group for ACLS. Links for both of these will be added to our website.. Juanita could download images from the website and do a few posts on Facebook and then create the boost. There was conversation about should we do more advertising or group conversation? or both. Robert asked if we need someone who will take the lead and handle advertising? This should be approved by Carol. Motion made to give Juanita \$50 to boost Facebook. Unanimous. She'll give us the data she gets from it.

Robert - FYI, Chad and Linda are part of the Facebook review admin status.

Robert - will send out our existing Advertising budget.

Newsletter includes a calendar of events include who's presenting and an outline.

Robert needs the latest policies and procedures.

Jim has a team that does social media and will talk to them about ideas.

Meeting adjourned.