Digital Strategy Planning for Council Website and Outreach

Sep 10, 2026 6:04 PM

Agenda

Website Strategy and Audience Identification

- Identified internal vs. external audiences including members, parish staff, and potential recruits.
- Discussed the need for a ‘one-stop shop’ website that serves as a single source of information.
- Highlighted the importance of ease of use, mobile accessibility, and consistent messaging across platforms.
- Noted the need for better participation from directors and officers in content management.
- Discussed the potential to integrate or link with parish and Assembly websites for better visibility.
    - The group aims to create a centralized, user-friendly digital platform that serves as a ‘window to the world’ while maintaining internal efficiency.

Platform and Content Management

- Evaluated the limitations of the current webmaster-only model and proposed distributed content management.
- Discussed the need for clear guidelines on what content should be posted on the website versus social media.
- Considered potential replacements for the existing platform versus revamping the current one.
- Acknowledged the role of social media and external sites like Yelp for event promotion (e.g., Fish Fry).
- The strategy will likely involve a mix of revamping the current website and potentially replacing it with a more functional platform, while maintaining consistent messaging across all digital channels.

Audience Segmentation and Engagement

- Differentiation between internal members and external audiences like parish prospects and community volunteers.

- Addressing generational communication gaps to attract new, younger members to the organization.
- Implementation of tiered access permissions to provide relevant content to specific user groups.

Operational Planning and Next Steps

- Scheduling recurring planning meetings to maintain momentum and track project progress.
- Evaluation of existing platforms versus potential new solutions to improve overall functionality.
- Coordination with parish leadership to align digital presence and streamline event promotion.

Action items

- Gather and organize feedback and ideas collected during the brainstorming session.
- Prepare for the next planning meeting to continue the digital strategy discussion.

TRANSCRIPT

Speaker 1 (00:03)
What do those people really get out of it? And let's start to see some overlap. The only reason for separating is it sometimes becomes a bit of a rabbit hole to fully flesh out the purpose of that person at the same time, we're trying to get all the counter text.

Speaker 1 (00:21)
Then, it may or may not take as long as that and then kind of wrap up by. Next steps, which is really both. What's the schedule we want?

Speaker 1 (00:30)
We think we want to work. So it's not just next steps for the next meeting. It's kind of like next 3 or 4 months.

Speaker 1 (00:40)
And a lot of ideas come up that may not be relevant to this so we'll have a parking lot. And if there's something that hey, my something that makes We don't want to lose, we'll just put it there for a minute. It's like this will probably work, so such a well-worn path right?

Speaker 1 (01:13)
I'm waiting on sewing in like badge to the shirt.

Speaker 2 (01:18)
Maturity, tattooing, so

Speaker 1 (01:21)
Yeah, but you know, they did it in the mirror so it's back and they set It's what do you think? That sounds good. So just an intro, we'll kind of go around real quickly.

Speaker 1 (01:38)
And Thoughts about digital strategy and any back friend in mine and I'll start with myself. So I've just worked in a lot of different technologies by hope, 40 plus years, with digital strategies not been all and so but I bring that kind of it management technology management. The perspective too for me, I think the council To gauge your members, but how do we Excite non-members?

Speaker 1 (02:12)
You know, there's as much benefit from What happens for a recruitings etc, so I kind of think

about the Getting better at the broader outreach, as an important aspect of investing

Speaker 3 (02:28)
I just talked to Gary previously with, you know, trying to notify people etc, so I look at the Assembly in what the website thing, so there's they have the unite site and basically the faithful Navigator seamans, the grand knight he can send out emails, smash emails to everyone from there. There's a roster on there. So you can see who's in there that is closed off to only you a member can log in with their membership number and their data birth.

Speaker 3 (03:03)
They can look at, you know, various things, they can look at the meaning minutes. There's an activity calendar on there. I see it as you know, you say an audience, there's an internal audience, which is all of our members.

Speaker 3 (03:14)
Then there's an external audience which is anybody that we may be trying to recruit or we're sending, and they would say, hey, this is, you know. Advertisement for the golf tournament or everything like that, so I saw that as a kind of an internal and external audience, but The other thing that there's on the the What do you call it? Assembly website is there's an activity calendar, so you can see where all the meetings we move our meetings.

Speaker 3 (03:45)
Our general meetings. Every month. You can see where the meeting is, you can see what kind of activities are coming up, they can see the callouts.

Speaker 3 (03:53)
The other thing is there's a limited number of people that can do postings, but one of the other things is the honor guard commander, he can send out notifications from this website to all the honor guard members for a call out the members, although very can do it, they can track their hours on there for the end of the year audits. That sort of thing, there's a prayer industry, anybody that needs prayers, you put it out there and they keep that up and it stays out there for kind of the 2 or 3 months or whatever, so just that was the sort of stuff I saw that was useful that I'm going to get the members more engaged.

Speaker 3 (04:41)
I didn't even stop and think about when you were talking about The other side of it, the external audience people that we may want to try to recruit or get involved in it.

Speaker 1 (04:51)

No, I mean, that's where I think this is kind of It's a bigger thought of there's a small decision or decision for a small yeah, I read all those now as the leads and for the purpose, particularly the way it's starting to get notes. Yeah But members is Spanish.

Speaker 4 (05:12)
What Don just said, sounds really like a giant step forward, you know, in

Speaker 5 (05:17)
And

Speaker 4 (05:18)
Thinking about what do we use it? Who uses it in versatility and functionality, and all in the maintenance part of it seems to be very important. I kind of encapsulated my thoughts in about, you know, 5 buzzwords, one-stop shop is something that he's describing there, where the officers, the regular knights can.

Speaker 4 (05:47)
Use get access to information whenever they want. And yeah, there may be some access issues that we'd have to address but we want instead of the old mentality of thinking of A Who's good, who's the webmaster, and that guy is going to have to keep up with all the information that's not the model that we have. We've got to be able to see ourselves as users, but we also have to be a manager of information and distribution at the same time.

Speaker 5 (06:25)
Unfortunately, right now, that is kind of the Maui, we have it. We're

Speaker 1 (06:29)
I don't know, I believe kind of do in your own brain.

Speaker 4 (06:36)
I think too what the kind of emotion that Don is describing there and not using the same words that I am, but I think we're on the same, and ease of use, there's got to be a comfort level, that people have And going to the website and having reliable information and being able to utilize that information or distribute that information in as few steps as they have to right now to send out an agenda is really painful, and you can always count 10 to 15% of the people will not get it. And there's probably a good 50% that gets it, but doesn't read it, and there may be reasons for that we've created.

Speaker 4 (07:23)

It's not just the user, it may be that we haven't packaged it, right? Another you're talking about audiences that are done I call it the window of the world where we're putting a window out there for people to be able to see us make judgment about us. Is this a group of guys that have purpose that I can identify with and maybe contribute to get to know.

Speaker 4 (07:57)
You know, the fraternal relationships and all and so I wanted to be a window of the world, and right now, I think that window of the world has to be the parish itself, the parish staff, the parish council, everybody that has a stake in our church here needs to see who we are get tired of it. And say, are you still wear those funny hats? And No, you haven't seen him here lately, haven't

Speaker 1 (08:31)
So

Speaker 4 (08:33)
We haven't updated in a systematic way, but I finish that. I don't think the webmaster model is what we're shooting for. I'm okay, hey, Richard.

Speaker 6 (08:53)
I've been a knight for maybe about a year and a 1/2. And so I'm starting out. I didn't know much and don't still know much about the organization so as a newbie, I'd like to find out Some of the positions in the console the positions in the Assembly, you know, and all the and I find out by coming to the meetings and talk around and ask or whatever or going to the website and I find a lack of information on our website compared to the Assembly like Don mentions, the Assembly has a very good one, that gives you positions and the membership list, and all that if I wanted to send an email or contact one of my brothers in the council here I don't know how to do that because they may not come to the meetings.

Speaker 6 (09:44)
And so that's where I found, you know, I'm shorthanded here and I don't know everybody. I don't know a lot of folks, just those that typically come to the meetings. So I think this is really a good exercise.

Speaker 6 (09:59)
And the email that you sent Dave, who's really right on, I think as far as a good approach, and I made some notes like identifying target onto it, audience is one of the first ones and what is their needs? What is the audience needs and thing to hit me is do we need a survey, a survey of our membership. What are they looking for in terms of this website?

Speaker 6 (10:24)
You know, so that we can kind of gel it and mold it the way we want it, that'll fit those needs rather than us as a little group doing our own thing, and it doesn't get everything, as I just mentioned a few things like the organization structure, who does, what, and why, as well as who do you contact and then the platforms? You know, we can't assume that everyone uses social media to the same level. I really don't use Facebook much at all.

Speaker 6 (10:53)
And I'm an old timer, right? I still take notes by hand rather than typing it on a computer generational thing, it's a generational thing. So, but we do have a lot of Alzheimer's in the organization, we have some mid-level people that are probably in the mist of you know, being able to do a lot and then we're trying to attract the youngsters.

Speaker 6 (11:15)
Yeah, you know the new blood so that, you know you have your growth so, you know, we talked about social media Facebook, whatever, that's great as long as it has a link to our website that is effective with calendar things happen. And our website having a link to things like Facebook and I know our website does have a link to Facebook and Twitter. So there is that connection.

Speaker 6 (11:39)
So you know, we don't want to lose any of that, I don't think because our website is really the basic source for all of our information, not Facebook unless. I'm really out of whack with my social skills and the media, but I think, as been mentioned here is simplicity, whatever we do, it's got to be maintained. And one individual is being the Web administrator should be maybe the master.

Speaker 6 (12:07)
But don't dump everything on that person shoulders. Other people, the website's got to be such that other individuals that have a focus or other be the Fish Fry or blood drive or whatever you know, people can handle their limited peace.

Speaker 5 (12:24)
Yeah, you like it.

Speaker 3 (12:26)
In Richard, I liked your last TikTok video. But how many members do you think are some of our contrasts?

Speaker 6 (12:32)

How many members do I think our council has? I'm going to guess 300? How many do we have?

Speaker 1 (12:39)
Do you understand the active members all 30? Here we go 40.

Speaker 6 (12:46)
But you know, I looked at the Assembly and I could see the 9981 list of who's in the Assembly, you know, and I even kind of highlighted which ones on the invite list were, you know, fourth degree just so that I had a feel so not everybody is so some of the stuff. We talk about related to the Assembly, you know, they may not know if they're not, you know, Rivy to it, and some people probably could care less about the websites, you know, I just go to the meeting every month, and you tell me what it is you email me the meeting minutes, but you know, there too our website meeting minutes aren't really there.

Speaker 6 (13:23)
We have some newsletters, whatever it goes back to 2019 or whatever, you know, we shouldn't even have a link to that, you know we should scrub it. I took my 10 minutes, yeah.

Speaker 2 (13:40)
So, yes, audience, so I think certainly there's both external and internal. I think, you know, kind of the piggyback on where you just end it. People don't use the website.

Speaker 2 (13:52)
It 'S.A. cell fulfilling prophecy, because it' S hard to get around it and it's nobody's fault, it's the way it's put together, right. That's the structure of the way we're put together is that.

Speaker 2 (14:02)
But So I think back to whether we surveyed the members, or it's a marketing campaign note. So here's our vision going forward. So this is the one-stop shop, right?

Speaker 2 (14:17)
This is the place that's a single source of information both for internal and extra. We get to set the partitions, but I think people don't use it very much because again it's not user, it's not useful right now, it's not that there's not good information. There's some good but again, even today, we were updating some of those things, I think it doesn't have to be everything for everyone, as long as we can link it to that right.

Speaker 2 (14:43)

And so I think there's goodness for both the internal and the external customers, I definitely would see it, you know. I think is a great example of you're interested in becoming a knight here, let's pursue this movie right? And they only get certain permissions that are on there or when they come for their exemplification.

Speaker 2 (15:00)
Now you're edit on the list, and we push that out to you that day, right? And so I think making it more useful makes it brings more value to the audience, right? And so I think that's good, because I think that welcoming piece, the welcoming piece, and then the ability to be agile, right with those distribution lists, you know, like that way you say you can set that an email.

Speaker 2 (15:25)
But, you say and the link to tonight's meetings here in minutes or here, oh, by the way, we're gonna do a roadside cleanup, it gets added to the calendar and the calendar has a link, so I think the agility for both for especially for internal, but then as an external recruiting tool, I think it's got lots of benefits, so what these guys have said, but I really do, like the single source of information and then internal permissions on who can get to what?

Speaker 5 (15:59)
Now the 1 day, these are the products I've been ready to have in. The webmasters won information participation by the directors and officers. It's like crying teeth, it literally is and I as all paraders on what to put not to put I'm always having to guess what am I supposed to is supposed to be on Wednesday or not.

Speaker 5 (16:28)
And like the calendar, for example, it's a Google Calendar. Now that same type that the state uses on their new format now and I sent out email recently, for offices, directors to be able to post stuff, and I don't know if anybody's done for I don't know, nobody has other than me, and and so that that's what 1 day is participated by the officers and directors and also fording stuff and things stuff for websites. So yeah

Speaker 1 (17:03)
What are your thoughts on kind of the audience we're trying to reach? Because we're not really going to do like an assessment of what we kind of

Speaker 5 (17:12)
Well, this sounds surprised are going forward too. Because we need more participation by out directors, because if those are good things really, but you need, if you gotta be able, and they're gonna watch the information, and if you're not, if the drug did not pass it on information,

worrying, willing to postword and like the blog, for example, there's an email address you can type in and send an email and it's post on blogging social media, for example.

Speaker 1 (17:47)
So gainfully anticipated.

Speaker 5 (17:49)
Yes, but end officers too, and also parameters on what guidelines, what you want, what should be on website, social media and what shouldn't etc?

Speaker 1 (18:06)
So I don't consult

Speaker 5 (18:07)
Those things would be key to the rest of it

Speaker 1 (18:11)
We started to talk about external There wasn't a lot of

Speaker 5 (18:18)
Like demographic, like a target demographic That I'm wearing guys. That's how I look at

Speaker 2 (18:28)
For me, extra, I would define extra multi-task anybody outside need I don't think he's such a nice seat.

Speaker 6 (18:35)
Yeah, ex.

Speaker 1 (18:36)
We probably can break it down a little bit, because I think that's where Friction, these days anyway, like how do we interact outside of the council? So what ranges from

Speaker 7 (18:49)
Potential new night.

Speaker 1 (18:51)
Unites church, other church.

Speaker 8 (18:53)
So we're having a blood drive while we're not targeting a new night, we're targeting the parish or the community.

Speaker 1 (19:00)
But even like, because fish fries really, we reach a lot of external people for that, you know, we use sites for market

Speaker 5 (19:09)
Oh, yeah, you know, that's a huge understatement.

Speaker 1 (19:15)
So it's kind of Obviously parish members. Prospects. Sometimes it seems like it's other organizations to perish, but What was it trying to stop going around?

Speaker 1 (19:50)
So I did after a little bit of what

Speaker 5 (19:53)
Oh, yeah? Yeah, I don't think we're too platforms yet, right? Okay?

Speaker 1 (20:03)
That's another meeting.

Speaker 7 (20:05)
Yeah, no I mean I agree with a lot.

Speaker 5 (20:07)
And we say, gobble, gobble.

Speaker 7 (20:08)
Yeah, a lot. I've been already said, but, you know, I like the framework Steve that you can, but I think that's a good idea from an overall overarching. Hey, let's look at it at a bigger picture Vs trying to solve it and go to the end, you know, one of the things I think Gary you shared Steve, that you've said was, hey, well, let's look at some other psych and see what we like at this lake.

Speaker 7 (20:28)
So it was interesting, you know, one of the things we talked about was how do we highlight, you know, the things that we've done, you know? You know, it's interesting. I compared it, I went out

and I said, hey, where's one of my fraternity brothers, you know, but that's due, he was in strongville, Ohio I pulled up his parasite, and I said, do a comparison copilot, look at it, so it was really interesting.

Speaker 7 (20:51)
So it said, you know, it was interesting so that 9981 has great stories. They just need to present it better. So how do we present it better through our digital strategy?

Speaker 7 (21:01)
One of the things they talked about was not only be able to see on the website, you know, a lot of our newer potential members, they're looking at their phone a 100%. None of the time, how do we get those so from a make the website not only readable via, you know, a laptop or a tablet, how can you look at it on your phone and get that same information, dynamic, I like the ease of it. I mean we don't want to make it too hard or too cumbersome, but really create that impact sex and highlight what we've done, you know, we've given to all these you know who knows that.

Speaker 7 (21:35)
I mean we know it. But who else knows it, you know, so, you know, not that too 2 our own horn, but the 22 our own horn? So I

Speaker 1 (21:45)
Absolutely. So I think

Speaker 7 (21:47)
And maybe this go more to purpose.

Speaker 1 (21:50)
Organization, I'm trying to collect all those because we'll start filling those in. Yeah, some of them interact with choice, but I do think when we think about this, we have mind like a website, but it may not Shast a website because some of the examples I looked up like rentsville, they have really nice integration between the parish website and I don't mean integration to the technical, but actually the theme, the story, their website and their Facebook page of kind of what they highlighted kind of drawing around Facebook either, but it just was interesting how they were able to took pictures of everything they did.

Speaker 1 (22:32)
Charities, they help.

Speaker 6 (22:34)
Yeah, you mentioned Wendell, and I looked at their website and it really ties in with the parish like you had mentioned interacting with Paris activities. I have a hard time figuring out what is the Knights of Columbus page Vs the Paris page, because it's set much intertwined. Yeah, all the events that they have listed.

Speaker 1 (22:57)
The one thing I did well, it was a good time to call it out. I thought it was very interesting. I went to the rental site too, and they under their heading of where do you find nights, listed social communities?

Speaker 1 (23:09)
And there was Knights of Columbus. Because, well, I said, we're a fraternal organization, we're not a singular mission. We have some missions, but there's nights in everything at the church where for us, where youth and family service opera, you know?

Speaker 1 (23:33)
Really align? I think that's kind of where some of this flow starts.

Speaker 8 (23:39)
It's about I don't know if it's an advantage or disadvantage to go last because everything's been said right. But and you kind of hit on the models that I had was we have, we've all been saying the internal and external that I just broke it down a little. Granularly, and you were saying what I had written down I mean, so it's members, but then the members are divided because there are people who just come to the meetings and help out and then there's, you know, the leadership and a more contributor Vs what I'd say, right, the people who are posting it?

Speaker 8 (24:10)
So those are kind of members, and I broke it down. You know, further in there, then there's externally as potential members, we mentioned that, and then just recently we mentioned, you know. The people of the Paris or community, because like I say, fish fries, blood drives, those are things that I wrote down, one of the challenges I think, too is under audience, is that so I actually managed a website for a nonprofit for many years.

Speaker 8 (24:39)
We were similar to here, where the majority of people were older right now, not old old, but older, but you want newer members, no, because it's my reason that's not, that was not an insult that was not an insult. But that organization had great trouble getting new younger people to join. And it was always, like, well, in 10 years, we're going to go extinct, right?

Speaker 8 (25:03)
And so that was that's the challenge. And as we'll mention earlier, it's a generational thing of how we, you know, how we communicate. So you were saying, you know, like social media Vs the website.

Speaker 8 (25:16)
Everything should go to the website. I'm not sure if that's a good idea, because what you're thinking of is it should be a consistent message, right? And it's not necessarily that it's going to website, but all of the ways that you communicate to these different people have to have a consistent message, right?

Speaker 5 (25:35)
I think that a point on that what one thing I have noticed Uber the years and I think this might be go a good point going forward, is there are a lot of times the parishes of Facebook page. We have a Twitter page, we have X page, and so as the nights but see for a long time. A lot of the arms directors, the ones that charge the events would said stuff to be put on the parish, social media stuff and stuff.

Speaker 5 (26:11)
Ours went, I think if we're going to set up those platforms we need to make those platforms prior one over the those Vs the patch could simply can link or link to the rules and that that's not one thing too so that and the participation all flow all make, I think, makes all this possible. I like a lot of what's going on and

Speaker 1 (26:45)
Yeah

Speaker 5 (26:47)
And by the way, at 655, can we throw him out for that kind of oh for that old guy comment, yeah, sorry, I'm just, I'm joking, I'm just joking, but

Speaker 6 (27:01)
No, we'll keep missing by the moment.

Speaker 8 (27:03)
Let's praise it again as a generational thing, right? So different generations communicate different times

Speaker 5 (27:08)
I know snow, don't. I was making a joke you made up most of the old guys I said, can we throw Joe?

Speaker 8 (27:14)
Jobs at your age, you're younger than

Speaker 1 (27:18)
He's doing this would have like the best. Everything like website and got news for you, page and Instagram, like it would be Hollywood.

Speaker 6 (27:27)
You know I can be wrong, yeah.

Speaker 1 (27:30)
Yeah

Speaker 6 (27:30)
Hey, I rolling into some of the people searching for things or whatever, and yeah, there's some good thing about too, how does that roll into our

Speaker 5 (27:39)
It's going to be creepy in the end for sure AI. Yeah, and I know it's also good to never learn.

Speaker 1 (27:48)
Well, it'll be interesting to get into, because there are sites like Yelp, where our fish fly last year was listed, maybe a season, but there's ways of connecting external sites altogether.

Speaker 5 (28:04)
Oh, yeah, the fun. Remember the fun a few years ago grubhub, so

Speaker 1 (28:12)
This is great. So one of the things I got that I have thought about when you started with emerged very quickly was the concept of themes. So in a sense, kind of like these overriding themes that y'all talked about would be like, what we really want all of this to achieve as it comes in.

Speaker 1 (28:30)
It may not be the specific way to review that and then go through the members, according to a lot of what we're going to start adding adding that in there was a theme of one stock shot, you

know, it's funny because it's absolutely the right concept is that when we have multiple parts it might be that, depending on who you are, you think of your one-stop shop, and then you go to the next time. Different personas may have different initial stuff, but it's totally together, totally different.

Speaker 5 (29:07)
Needs to use such a different list of itself.

Speaker 1 (29:10)
The content and navigation, too, not just technology, like it's easy to absorb when you look at it, and you're not completely constant playing outstanding, how there were a Facebook almost as the 2 edge sword. It's so easy to describe really quickly. So it was kind of like that's what we wanted.

Speaker 1 (29:37)
Twice.

Speaker 5 (29:41)
Sound.

Speaker 1 (29:41)
Window to the world that's certainly somewhere. Here's when you want people to respond to and it's funny. There's a lot of good stuff on the national website for nice as well.

Speaker 1 (29:56)
What are nice? We don't have to reexplain how to recit. Engagement and participation, the director and officers that was a good one, Brian.

Speaker 1 (30:07)
Because yeah, I mean, this doesn't just, you know, it actually, yeah, there does need to be a bit of a commitment by leadership to help. Do what it takes to make it worth it.

Speaker 5 (30:18)
That and guidelines short

Speaker 1 (30:20)
But consistent messaging

Speaker 5 (30:22)

Yeah, God, but

Speaker 1 (30:24)
Across kind of all the confirmators. Well, in terms of groups we had members that was discussing about. Active members, because they're the ones who really probably are being moved up and talk and educate as much resonance, new members who might actually be in the figuring things out, you know, I call a vocational numbers.

Speaker 1 (30:47)
He's maybe the ones who might look at the media meeting anymore out of town. But they're occasion, I think the other and I could in my mind, as you said, was that the singer as the person who just shows up to volunteer for Fish Fry or not because there is a subset of occasional that like they do very few things, and that's kind of all they need to do. For now, but External perish prospects, which a few of your parish members Organizations, I think those are mostly perish organizations.

Speaker 1 (31:30)
But Don Like if someone in same instant to, Paul wants to find out like who to talk to about something or Did the knight send us to check and then activity volunteers? Most encourage members, but there's not always. So they're There's Fish Fry or other things we do in a sense.

Speaker 1 (31:58)
Blood driving Volunteers are victims depending on the perspectives. I didn't even then add customers

Speaker 1 (32:18)
D. D.

Speaker 5 (32:22)
Pretty throw.

Speaker 7 (32:26)
Any pair of service project?

Speaker 5 (32:31)
It's one nagged at the card. I suppose it's etc, look at everything else.

Speaker 1 (32:39)
In a website, it's not the single answer to all of these things. So yeah, like activities, sign up.

Volunteers and I mean, I think of basketball and stuff is a little bit different.

Speaker 1 (32:57)
It may be such a corner case, it doesn't matter, compared to back right?

Speaker 2 (33:02)
Again, it's we kind of mentioned that over and over again, it's because the way it's working today, it's not possible right, or we haven't trained ourselves to do it that way, because it just doesn't have that functionality that we provide that functionality. Then all of a sudden. That becomes

Speaker 1 (33:18)
You know, you know, take the fish price stuff like I was just running takeout, I think that's all of you. The students have a church sign up before we got access to it. It needs to be rewritten, but the one, but that was like an email chain or anything else, and there would probably be better ways of doing that.

Speaker 5 (33:41)
Yeah, so I it was a list and I just I just say I saw looked that afternoon, but I'm not here. I don't know if they do it here, but at over, I say, Joe Manchester, they have every most persons have flocked up. But over at say, Joe Manchester, in addition to flock note for the Paris in general, the ministry they also I think the knights council over there has really sinned out, Mr V flock note and And I don't know what Jake just said something like that out.

Speaker 5 (34:22)
If we had to have our own account or what? But, okay, well, we got, that's, that's a pos.

Speaker 1 (34:28)
So make a bit of an audible here it's not a lot of time to talk through purpose, but I collect an audible note, so I'm going to start walking through what we collected to bringstorm, anything else and figure out, you know, I'll take a picture and that'll be kind. Of our meeting of we could start adding about the financial space. I do think it's important to put 10 minutes in the next It's about 10 years ago.

Speaker 1 (34:58)
So I kind of did these by color so the first thing that was talked about was, remember, it was communicating and that was email directory. It was referenced to like subsets, there might be committees, something about officer, and the role of information that seemed to be particularly useful for you are people who don't know. Prayers to examples where we don't do

anything here.

Speaker 8 (35:33)
In the comments so the parish offers that right, so is that even something that may be duplicated? That's just a question, right I mean, is that something we want to have ourselves or do they just go to

Speaker 5 (35:47)
The reason why you'll have the person right now is I tried such enough, but I work with a literally 0 budget, so if it and we're priced. So if it's it's either it's be free or the castle that to pay some money or find a place that to set up a prayer thing? Well, we're not talking about.

Speaker 5 (36:10)
So that's why we'll have a prayer.

Speaker 1 (36:12)
The difference between the church registry is

Speaker 3 (36:14)
And maybe a serious contemporary thing I know you stuff that they posted in the bullets, and some of that stuff's been out there for a long time, this is just like somebody has an operation going up and they like people say it's very yeah, but that's what that's what the Assembly. Thing does okay?

Speaker 1 (36:29)
Right now it's a large short song.

Speaker 5 (36:32)
Yeah, yeah, that's why that's what we don't have for the results tomorrow.

Speaker 1 (36:38)
Human activities, and I guess that could have registration as an aspect of that is a difference to maybe and maybe not signing up to internal members. Oh, you've got this versus, you know, activities that a lot of people dioxide, there was a calendar. Then, you know, I think there's parts of calendar that could be extended too, and then summers tracking hours.

Speaker 1 (37:16)
To record everything else.

Speaker 7 (37:17)
Here, 1728. I don't educate it. It's not just a good thing.

Speaker 1 (37:28)
It's better than dark, so for external.

Speaker 5 (37:31)
What we talked about

Speaker 1 (37:34)
And in terms of aspects, that's often an information highlighting activities and stories building enthusiasm, there's a lot of that category, so we've got about how about 10 minutes?

Speaker 6 (37:51)
The links to resources, like, for example, state and Supreme Court councils, you know, we have a link of interest on our website. You know, that's something like that needs to be I believe that's where whatever we dig.

Speaker 5 (38:10)
Yep, it's good or I've really had something like

Speaker 1 (38:17)
Yeah

Speaker 1 (38:30)
We promote. Activities. Not necessarily internally, but we do promote.

Speaker 1 (38:46)
Between parasols and location. I think that misfiring is et.

Speaker 7 (38:56)
What's the one build? I can't read that.

Speaker 1 (39:01)
I'm finding, but

Speaker 2 (39:05)
No.

Speaker 7 (39:05)
Very trust me, I can't really go.

Speaker 1 (39:08)
Where's the recommendation?

Speaker 7 (39:10)
What about this general mission for our or just who we are, I don't know where that is captured there who we are, you know, maybe a mission state or our mission statements. I've seen on some websites where they say, hey, this is our where fraternal organization and our mission statement is here at a word of that moment

Speaker 6 (39:28)
Yeah, we have a tab called about our console.

Speaker 7 (39:30)
Yeah, I think we may have it already.

Speaker 5 (39:32)
It's interesting, yeah?

Speaker 6 (39:34)
Does he say?

Speaker 1 (39:35)
A lot of people do that is it's a great witness we're trying to inspire so missions and purposeful things. Yeah Before we lose it.

Speaker 4 (39:50)
It is of use, but what we're all describing is something that is a real challenge to searchability for because we have so many different audiences, internal external and so forth. And if you're inside, you have a better chance of knowing what it's called than if you're outside. So how we name things, and how we file things and how we put that link on our website is important.

Speaker 7 (40:17)
It was interesting. Copilot said simplify navigation, and they went through, okay home. What we do events join, you know, certain buttons, so you can go right through other links or you know, we can make what we want, but yeah, I agree with you, you know, sometimes it gets buried.

Speaker 7 (40:36)
Well, where's that at? I hate a bad website where I just need to, you know, do this, it should be there, where's It at anybody tracked my package from Amazon right?

Speaker 5 (40:47)
I got

Speaker 1 (40:49)
Nothing's worse than trying to use into it these days because like every 43 French that pop-up

Speaker 5 (41:14)
A man named Brady.

Speaker 1 (41:16)
You know, the story is probably bigger than all of this. Like, how do we get a great start of explanation necessarily, because what I had thought was thinking about integration with other ideas.

Speaker 5 (41:33)
Again, we were the biggest

Speaker 1 (41:34)
Look at a link. So when things, the nights are involved, but what they really keep doing like talking about like J.

Speaker 7 (41:45)
Full storytell.

Speaker 2 (41:46)
Calling easy easy for relationship across our assets, so then you can link the Assembly so that external or internal, but then every other organization that is in the parish. So granted, they're doing some things with their website too, and he said today, but there's a lot of empty links on the parish too.

Speaker 1 (42:12)
So

Speaker 5 (42:12)
I don't know how to see it a lot

Speaker 1 (42:19)
You know, the meeting is going to start soon sweet before, I've done enough for now. We can move on to.

Speaker 5 (42:29)
Yeah, whereas he doesn't start and let until these 2 are over there anyway.

Speaker 1 (42:35)
The sobriety is a good point that there's some things we can't change if you're fish, because they're too old. Yeah, I think there's other things I think in fighting yourself is going to start with, like what's the goal in mind? And if it's to buy like a January, have everything that would that would change for now change because it was probably just a blackout Mario attention.

Speaker 5 (43:04)
Yeah, the whole market. Yeah, the Fish Fry will start, I think February 5th, because February 10th is ash Wednesday, and so that means the whole month of so Larry, it'd be literally in January. We're doing the free filter then next day, massive hands-on getting to get the fish sign on the Fish Fry the rest of the time.

Speaker 6 (43:36)
Are we looking to tweet the existing platform that we have to make it fascinating better? Is it customizable that we have, or do we need a new platform?

Speaker 1 (43:48)
Yeah, I mean, we still anticipate we still have that decision to make it get started, because there's a platform that's being adapted by a number of guys, it's a product. Some knights created on the part of the country somewhere so on the table we'll be looking at replacements for and then for things like Facebook, which we don't replace, but we probably wouldn't want to over the content, and the approach based on how we get this other thing market, and then there may be new things like Yelp, where we decide, yeah, we do want that for fish bride, specifically, and I think we may need to revamp work with the church to revamp some of our presence on the church website as well.

Speaker 1 (44:40)
So it's probably a bit of revamp and replace for some like website, read me up other things, and then things like square keep me out as is

Speaker 2 (44:58)

Hi, I'm next.

Speaker 1 (44:59)
Next meeting. I think to get the my recommendation as we try to do this every one of these meetings so planning meetings the next day.

Speaker 5 (45:11)
And by my suggestion, we do a different room than the general meeting. Obviously.

Speaker 6 (45:16)
Once I

Speaker 4 (45:17)
If we could get one

Speaker 5 (45:20)
It's really like it's up and Beyo.

Speaker 6 (45:21)
Not the calorie.

Speaker 1 (45:24)
Yeah, I mean

Speaker 2 (45:25)
If we can use the whole space, then we can

Speaker 1 (45:28)
Of course, the official disclose, one of the protection we'll do that.

Speaker 5 (45:34)
Yeah, so definitely behind.

Speaker 4 (45:36)
Yeah, I think so. Thank you so much for your guys.

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