

The Church Network – Alamo Chapter  
Approved Minutes of the 17 November 2016, 11:00 a.m. Meeting  
St. Luke's Episcopal Church, San Antonio, TX

**Officers Attending:** Dave Thomas, President; Norm Hils, Secretary.

**2016 Members Attending:** Pat Hail, Wayne Parker.

**Guests Attending:** Daniel Kittrell, Melissa White.

Dave Thomas opened in prayer.

**Report/Action Items:**

1. Minutes of the October 2016 meeting were reviewed and unanimously approved as presented.
2. September and October financial reports were reviewed and accepted as presented.  
*We still need to develop a process for requesting assistance from the established "scholarship" fund.*
3. Dave Thomas reviewed the upcoming chapter schedule and reminded everyone the December meeting is a social gathering and that spouses are invited.
4. Program: Melissa White is Director of Marketing & Business for Bryant PC Solutions. Melissa delivered a presentation on the concerns of the social media market and ways of utilizing it for the best results. She touched on several related topics. Some key points she shared: Suggested key platforms for churches - Web Page, Facebook, Instagram, You Tube. After those, Pinterest. Use the 80/20 rule – Engage/Entertain/Inform 80% of the time, and promote your church 20% of the time. Use HootSuite to help manage your social media platforms. Video is KEY! Make your phone number and church address clickable on your web site. Melissa can be reached at [mwhite@bryantpcsolutions.com](mailto:mwhite@bryantpcsolutions.com).
5. Dave closed out the meeting with prayer for several of our members/guests and their families.

**Next Gathering:** December 15, 2016 at First Presbyterian Church downtown to enjoy their holiday Mid-day Noels and lunch together. Different time: **12:10 p.m.**

Respectfully,

Norm Hils, CCA, CCBA  
The Church Network, Alamo Chapter, Secretary