

MINUTES
North United Methodist Church
BOARD OF DIRECTORS MEETING
Wednesday, Jan. 27, 2016
5:30 p.m.

Members

Todd Daniels-Howell, Chair	John Drake, Treasurer
Shannon Priddy, Vice Chair	Eric Galloway (MC /LL)
Richard Kluger (Finance)	Eric Oehler (Trustees)
Linda McClain (LL to AC)	Mark Grove, Secretary

Ex Officio

Darren Cushman Wood
Joshua Jordan

Absent

Kathleen Custer, LL
Sarah Moore (AL)
Mark Foglesong (AL)
Margaret Mayo (AL)
Jim McDonald (SPRC)

1. Pastor Darren opened the meeting with a prayer.
2. The minutes of Dec. 16, 2015 meeting were approved unanimously.
3. Finances Review (Josh, Richard)
 - In their 2014 review, the auditors identified several administrative issues that subsequently have either have been corrected or are being addressed.
 - Board members interested seeing the full audit should contact Josh or Richard.
 - The auditors are beginning the 2015 audit in March with expected completion in May.
 - 2015 Financial highlights
 - 2015 pledges finished at 105% of pledges; we hope to see this continue.
 - Non-pledged income was down for the year, but this may be an offset of more people moving to pledged giving. Trying to forecast non-pledged income is a real challenge due to fluctuations from year-to-year.
 - The Finance Committee will host a periodic Finance Covenant Conversation with the congregation on February 14th.
4. Endowment Committee Membership (Todd, Darren)
 - The [Endowment policy](#) does not set any fixed terms of office. Todd and Darren recommended this be changed to follow our normal three year appointment process.
 - The policy stipulates a number of financial professionals be included from among the congregation's members. This language is both limiting and somewhat confusing.
 - *From page 1 of the policy:*

As provided in ¶ 2534 of The 2012 Book of Discipline of the United Methodist Church, an Endowment Committee was established by the Charge Conference. Members of

the Endowment Committee are appointed by the Board of Directors to oversee certain operations of the Endowment Fund as outlined below. The Committee shall consist of five to seven members, including, but not limited to, the senior pastor, the chairperson of the Board of Directors, the Church Business Administrator and up to four members of the congregation who are financial professionals. Members of the Endowment Committee report directly to the Board of Directors.

- Suggestions for changes in the policy will be brought to the Endowment Committee at its early February meeting and any final recommendations brought back to the Board at its February 24th meeting.

5. Task Force on Strategic Direction update (Shannon)

- Members continued a discussion of the [December report](#) of the Task Force, starting with *Communicating* and *Inviting*, the first two of the four areas of focus identified in the report (*see chart below*).
- While North has created a number of special activities and programs, we have not done as well with extending the personal invitation for non-members to attend—this has not been part of North’s culture.
 - We might conduct a thorough audit of people who started attending over the past five years to help determine what brought them to North; both what has worked and who have been effective evangelists in terms of proffering invitations and/or a welcoming presence.
- What is our emerging market? Strengths? North has a strong youth program, but no youth members from the neighborhood.
- How do we communicate what goes on inside our building? What keeps things working is *relationships*.
- Do we need any external help in this work, whether consultants to help guide discussion and recommend specific steps-to-take, or perhaps student interns who might help with research?

Next steps

- Board members agreed to ask the Ministries Council to determine the appropriate ministry or committee that should examine the report and recommendations in more detail.
 - For example, a rejuvenated Housing, Evangelism, & Ministry committee likely is the best group to review *Communicating* and *Inviting* and identify five (or so) specific items for an action agenda.
 - Darren will ask Lay Leadership to find new members for this group.
 - The Communications Committee might also review the report and create a similar action agenda from its perspective.
 - *Connecting*, the next of the four focus areas, could be considered at a subsequent MC meeting.

- *Forming* is the area that may need the most work. We need to look further ahead and be more intentional in our efforts. While North offers many programs, what are we missing? *Discipleship and Formation* is probably the best place to start, building on the ideas and strategies identified in the earlier rounds of review noted above.
- This assignment will have the additional benefit of helping each of the committees coalesce and gather additional focus or purpose.
- Ministries Council would track the work of each of these groups, keeping each accountable, and then report back to the Board.
- Josh will be asked to run a variety of scenarios that would consider different numbers/mix of new members and their presumed giving impact on North's budget.

6. Committee/Board/Senior Pastor Reports

- Trustees (Eric O.)
 - Things are going well with the HVAC contractors; they expect to be done in February.
 - The Community room kitchen is being addressed with a move to new metal open shelving and work surfaces.
 - New rules have been developed regarding the need for those using the kitchen to be responsible for fully cleaning it as well and not just relying on staff to do so.
- SPRC (Jim)
 - Ronnie Bell has been appointed as Pastor of Mission and Outreach. Ronnie is currently a senior M.Div. student at CTS. He will begin work July 1st.
 - Ronnie will begin his appointment as a provisional member of the annual conference as part of his process toward ordination as an elder.
 - Eric Steele's last Sunday will be January 31st. A reception will be held for him in the parlor following second service.
- Ministries Council (Eric G.)
 - There was no January meeting.
 - The Green Team raised \$7200 in the adopt-a-light program. These new L.E.D. lights combined will use less energy than one of the lights they replaced. As an extension of this effort, a number of exterior lights will be changed as well.
- Lay Leadership (Kathleen)
 - The Lay Leadership kickoff program will be held February 2nd.
 - Darren added that this will include a brief overview of Task Force recommendations.

7. No executive session was held.
 See [January 2015 minutes](#), page 6, item 7

Upcoming Meeting Dates

- February 24
 - Possible Endowment Committee change
- March 23
- April 27
- May 25
- June 22
- July 27
- August 24
- September 28
- October 26
- November 16 (3rd Wednesday)
- December 21 (3rd Wednesday)

Future Topics

- Communications report on targeted advertising
- Flower shop
- Innovation Fund

Communicating

- Intentional communications that uses affirming language. "North UMC is traditional, progressive and inclusive."
- Encourage conversations about spiritual discipline of giving and open dialogue on why people give. Explicitly ask for pledges/money.
- Be intentional about gathering information
- Intentional cyber presence
- Promote brand continuity (Add "North-UMC" to things like Farmer's Market, ASP, etc.)
- Consider how we impact our community and how we offer volunteer experiences that deepen commitment to North (research shows this is important for Millennials)

Inviting

- Create worship services to invite people to attend (Gospel Mass, All Saints Day, etc.). Include more education on what these events are.
- Create "talking points" for members to use in order to better communicate what we are about with friends, co-workers, relatives
- Use Mission and Outreach to promote North UMC events to the community

Connecting

- Prioritize hospitality, outreach and education
- Create a visitation process and expansion plan that includes reaching out to inactive members
- Create cards for people to "Give" to the offering plate if they donate electronically

Forming

- Develop a long range plan for Christian Education-includes children, youth & adults; generosity as part of discipleship
- Intentional hospitality for Lay Leaders
- Intentional programming
- Intentional youth and children's programming
- Leadership training
- Educate Sunday School teachers on stewarding giving and talking about financial support.
- Permeate giving and volunteering conversations into adult education, membership classes and communication
- Track volunteer/service hours and value them