

Minutes
North United Methodist Church
BOARD OF DIRECTORS MEETING
Wednesday, September 28, 2016
5:30 p.m. Parlor

Members

Todd Daniels-Howell, Chair	John Drake, Treasurer
Mark Grove, Secretary	Eric Oehler (Trustees)
Richard Kluger (Finance)	Margaret Mayo (AL)
Linda McClain (LL to AC)	Sarah Moore (AL)
Shannon Priddy, Vice Chair	Mark Foglesong (AL)
	Kathleen Custer, LL

Ex Officio

Darren Cushman Wood
Josh Jordan

Absent

Eric Galloway (MC/LL)
Jim McDonald (SPRC)

1. Pastor Darren opened the meeting with a prayer.
2. Discussion of chapter from The Space Between: A Christian Engagement With the Built Environment by Eric Jacobsen (Darren)
 - Darren led the group in a discussion of the concept of a *Theology of Place*
 - Enclosure and leaking space.
 - There is a different feeling in approaching or exiting North from the east or west entrances. The west's open parking lot engenders more of a hustle-bustle atmosphere where the east uses landscaping and sidewalks to help establish the building's presence. We are looking to creating a *campus* that feels more like a place to congregate.
 - Monuments—Sharing Meaning
 - *Monuments* aren't always inviting. Their location and orientation may originally have held meaning that hasn't been retained. For example, North's main entrance has changed over the years from the east to the west. In developing a campus how can we recover some of that meaning?
 - Thresholds—Connecting and Enlivening Place
 - Many in the community know where North is and/or of its use as a meeting place (moving people from outside to in). This needs to continue and be built upon.
 - Memory and Place
 - *Walls that hold history* suggests that exterior space isn't as important as the inside and its members. How we share our history through archival displays, banners, etc. as well as announcing/promoting current and future activities will impact on our future identity.
 - At the October meeting, the board will discuss two articles from *Making Housing Happen: Faith-Based Affordable Housing Models* by Jill Shook.

3. The minutes of the August 24, 2016 meeting were adopted unanimously.
(Kathleen/Shannon)
4. Finances Review (Josh, Richard)
 - Income statement
 - August pledges were above budget and no single gift inflated the total. That is the good news. Year-to-date *pledged* giving is running slightly behind budget (\$7,800) while *non-pledged* contributions are nearly \$33,000 below budget. *Designated contributions* also are running well-behind budget.
 - Expenses
 - Total expenses to this point are running slightly over budget (\$7,700), leaving expenses exceeding income by approximately \$55,000 year-to-date.
 - The Finance Committee has gone through an initial draft of the 2017 budget
 - The Trustees and the staff have provided their input.
 - Richard and Josh will try to finalize the draft in the next couple of weeks with a goal of bringing it to the Board in October.

Discussion

- Josh is still looking at the income statement with plans to treat revenue and expenses in a consistent fashion in the future.
 - The balance sheet has been fine, but we need to increase revenue and develop a long-term solution to the decline in giving. Pledging may not be the source we rely on in the future—some churches supplement their members' giving with additional fund-raising events.
 - We have some targeted fund-raisers (such as UMW-hosted meals for missions), but not for the general needs of the church.
 - Based on historical trends we anticipate finishing the year short of income. \$950,000 in pledged giving for 2016 is projected to drop to \$887,000 for 2017, then down to \$863,000 for the next year.
 - The number of giving units has been declining and younger members may be less willing to *pledge* (even though they may *give*).
 - As part of an effort to increased pledged gifts, we need to look at other ways to give as well as reviewing terminology—*monthly giving* is one possible change of language that may better resonate than traditional *pledging* terminology.
 - Stewardship has a great plan, including looking at a more year-round process (see below).
 - *A Covenant Conversation and 2016 Financial Update* and overview of the 2017 Stewardship presentation is scheduled for October 16.
 - Information on North's tithes and apportionments also will be available.
5. Stewardship update (Darren)
 - Darren shared an overview of the Stewardship process as well as the 2016 Stewardship Plan. *See below.*

6. Committee/Board/Senior Pastor Reports

- Trustees (Eric O.)
 - No report
- SPRC (Kathleen for Jim)

There were two major focus areas of the September SPRC meeting:

 - Continued monitoring of plans to change providers for the 2017 staff health care insurance plan. We are also considering additional changes including whether staff might pay some portion of their premiums; if so, should there be a commensurate increase in their compensation package to partially or completely neutralize their loss of income?
 - SPRC is exploring ways in which this might be done and had a very healthy discussion.
 - We are also studying compensation packages for comparable positions at other churches to see how North “stacks up.” Reevaluation of what appears to be an overly generous paid-time-off (PTO) policy for our staff. We are gathering additional data regarding PTO policies at comparable churches in the area.
 - SPRC is reviewing how current staff might be affected by any changes.
 - SPRC members have been encouraged to attend the finance presentation in October.
- Ministries Council (Eric G.)
 - No report
- Lay Leadership (Kathleen)
 - Lay Leadership is in the midst of hosting a *Season of Service* with different ministry areas featured each week.
 - Lay Leadership is halfway through nomination process and still seeks names of North members who might take on committee membership/leadership roles from members of the board and others.
- Senior Pastor (Darren)
 - The Land Development Task Force met yesterday. The group is looking at a co-developer agreement and how creating a Limited Liability Company (LLC). would allow us some continuing involvement in the development in the future.
 - Mark Wright, our attorney, is looking at this in greater detail as well as reviewing a laundry list of other issues to include in the agreements.

7. No Executive Session was held.

See [January 2015 minutes](#), page 6, item 7

Upcoming Meeting Dates

- October 26
- November 16 (3rd Wednesday)
- December 21 (3rd Wednesday)

Annual Charge Conference (all 109 Central District churches)

- November 5 9:00-noon St Luke’s UMC 100 W. 86th Street

Future Topics

- Flower shop
- Dashboard
- Updated membership directory
- Innovation Fund



Overview of Stewardship Processes

YEAR ROUND

- Cover letter for quarterly statements includes YTD information on one's pledge commitment
- Options for giving available on website
- On-line giving (one-time and recurring) available on website
- Credit card donations on website [glitches with current service; will be available by Christmas Eve)
- Education on generosity on website:
 - "Try Ten" (tithing)
 - "More than Money: The Spiritual Practice of Generosity" short-term study (Pdf)
- Bulletin board presentations by the Stewardship Committee (across from the chapel)
- Moments for Generosity/offertory prayer led by lay leaders, 3rd Sundays of the month

FIRST QUARTER

- All-church 'covenant conversation' on the new year's budget led by the finance committee in late January—early February
- One Sunday in Lent focus on generosity as a spiritual practice (in 2015 the entire Lenten focus was on generosity—see above, "More than Money")

SECOND & THIRD QUARTERS

- Mid-summer stewardship sermon
- Reminder letter to members who are YTD behind on their pledge, mailed immediately before the stewardship campaign
- Fall new members class provides information about giving and pledging, which is timed before the stewardship campaign

STEWARDSHIP CAMPAIGN & RELATED EVENTS

- Early ask for pledging from Board & Ministry Council members
- Targeted pre-campaign ask of sporadic & often-late pledgers
 - Previous years—emails, letters & phone calls
 - This year—2 coffee times using the stewardship video and some Sunday school classes
- Use of Video
 - Last year—targeted young adults
 - This year—all church, to be premiered in worship
- Interactive wall display in main corridor
- Enewsletter, Northnet, TV monitor and wall advertisements for the campaign
- Stewardship moments on the 2nd-4th Sundays in October
- All member letter with pledge card
- All church email with link to online giving & pledging on the website
- All church ‘covenant conversation’ on our finances YTD and projections led by the Finance Committee the Sunday before Stewardship Sunday
- Unofficial stewardship sermon the Sunday before Stewardship Sunday
- Stewardship Sunday featuring music and dedication of pledge cards

POST CAMPAIGN

- Weekly newsletter updates
- Stewardship committee emails and phone calls to previous pledgers who did not pledge on Stewardship Sunday
- Follow up with pledgers using online giving to ensure that their accounts are set up
- Thank you/acknowledgement letters

2016 STEWARDSHIP PLAN
"Generous God: Generous People"

We have been showcasing the various ministries of the church throughout the summer with each committee chair thanking the congregation for their generous support. A more concentrated outreach will begin in October:

Oct. 3 week A short reminder of Stewardship Sunday will appear in the church newsletter.

Oct. 4 A coffee with Darren to a list of recent new members who have not pledged or who we believe have the ability to increase their pledge with the proper encouragement. A layperson will share why they pledge and/or tithe.

Oct. 9 A member of the Stewardship Committee will give the Moment for Mission on why she and her husband give.

Oct. 10 A coffee with Darren to a list of recent new members who have not pledged or who we believe have the ability to increase their pledge with the proper encouragement. A layperson will share why they pledge and/or tithe.

Oct.16 Ronnie Bell will have a mission focus in his sermon. This will be coordinated with a five-minute video on North's generosity as seen through the eyes of our members and the community. (The video was produced by Ellen Rogers of our congregation with direction from the Stewardship Committee and Darren. The projection equipment was paid for by two church members who believe this will be a valuable asset in motivating increased pledges. So there is no cost to the congregation for this video or screening.)

Covenant Conversations between services

The video will be shown in Sunday School classes over the coming weeks to allow time for discussion. After Stewardship Sunday, the video will be added to North's website.

Oct. 17 week A short reminder of Stewardship Sunday will appear in the church newsletter.

A letter with pledge card will be mailed to all members of the congregation.

Oct. 23 A member of the Stewardship Committee will give the Moment for Mission on why she and her husband tithe.

Oct. 30 **Stewardship Sunday**

There will be a timeline in the north hallway indicating milestones at North. Members will be asked to sign the timeline at the point they joined North, helping them reconnect with the pledge they made at that time to support the church with their prayers, presence, gifts and talents. There will also be a series of social media posts during the month encouraging others to share with their social media groups.