

CLUUC Board of Trustees

Minutes July 21, 2015

ATTENDANCE:

Board Members Present: Rebecca Bond; Maryann Dillon; Maureen Donnelly, Dave Hawver (Chair Elect) via Skype; Lyn Peters (Chair); Melissa Reichley; Jack Rodgers (Treasurer); Kate Simon (Secretary); Michael Thoryn (Communications); Gwen Warman; Jack Welch (Assistant Treasurer)

Board Members Absent: Jim Anderson; Emily Mellgren (Assistant Secretary)

Staff Present: Rev. Greg Stewart, Sara Deshler

Staff Absent: Rev. Abhi Janamanchi

Others Present: Mary Means, Rev. Archene Turner, Bernie Bloom, Ernie Carlson

Opening: The meeting convened at 7:35 p.m. with centering words, the chalice lighting, covenant reading and check-in.

Approval of Consent Agenda:

1. Appendix A Minutes of April 2015 Board Meeting
2. Appendix B Resolutions

Melissa Reichley moved, and Gwen Warman seconded, the approval of the Consent Agenda; it was approved by unanimous voice vote. One Board member expressed reservations about the term "Public Relations" as part of the name "Communications and Public Relations Committee."

Other Reports received by the Board:

1. Appendix C Report from the Senior Staff
2. Appendix D Income and Expenses Report FY 2015 and Approved Budget FY 2016

Senior Staff Updates:

The updates were shared as part of the Financial Update discussion.

Financial Update:

Two new documents with final numbers (from FY15) were shared with the Board at the meeting. In summary: 2015 came in with a bigger deficit than expected. Pledge income came in lower than expected (approx. \$40,000). Usual- 98% pledges are completed. This year only 95% completed, which is the reason the deficit is higher. These pledgers should be contacted to find out why.

The Board discussed the need to follow up with people with outstanding pledges. The Board recommended to the Staff to follow up with the Stewardship Team. The Board offered support to make phone calls, if necessary.

The new database will have easier means to make pledges and follow up in the future.

Key points:

1. How should we go back to the congregation with this feedback- we have not raised the \$ we had expected? The message needs to be crafted and shared with the congregation. Multi communication format- mailed letter, Order of Service insert, eblast.
2. Should we look at stewardship in a different way? (Monthly? Quarterly?) How can we investigate why people are not making their pledges? Should we make phone calls in addition to written communications?
3. Rev. Greg asked, "How are we informing the congregation of the budget for the coming year?" (At the June Congregational Meeting, the budget process and concerns were presented. The budget for FY16 was approved in June, but with only a number on the total expenses. The reductions (cuts) were not specifically detailed at that time.) Rev. Greg reminded the Board to communicate the approved budget to congregants.
4. Communication confusion- One Board member reported that the June 26 e-news Stewardship Committee update was misleading. Does not seem to match the current financial deficit. Pledge target published is not all that we need to raise.
5. Rev. Greg asked, "How do we continue the momentum of growth and multiculturalism when we are in this period of financial concern?"
6. Melissa R. volunteered to work on starting the Development/Fundraising Committee.

Board Activities:

Item #1 How does the Board operate as an organization?

Key Points:

1. What are the instructions and processes the Board uses to conduct its business?
2. Resources to review: Board Rules of the Road (Kenn Hurto and Abhi Janamanchi) and The Role of a Participant Process Observer handouts. Process of decision making; what will it involve to be on a committee, time keeper, who observes the process (GBP). Communication with congregation is important. Needs to be a priority.
3. A listing of monthly themes/topics for Board discussion was proposed. There was discussion about the topics for March and April. The Policy Manual directs the Board to discuss the budget in March. However, the consensus of the Board was to have the full discussion of the budget in April, following the Sr. Minister's "State of Cedar Lane" presentation. A smaller budget discussion will also occur in March.

Item # 2 Discussion about Board committees and processes

Key Points:

1. New Committees formed tonight (Communications/Public Relations Committee, Development/Fundraising Committee) need guidance as to how they report to the Board.
2. Existing committees also need updated guidance from the Board. What instructions are we giving them for their work?
3. For all committees- How do we recruit members? Check with staff, need a talent bank; write a job description about what the committee will focus on and what the time commitment will be. Help Wanted Ads. Can be shared in enews, order of service, Board web page, Membership Coordinator.
4. Committee presentations to the Board- Follow monthly theme and timelines

5. Do we want to give direction to the committee? Should the Board member on that committee be responsible for communicating this?
6. Leadership Development- In consultation with Staff, much is already going on this fall. Recommend looking at later in the spring. Will be a staff led Team.

Item #3 Communication with Congregation

This will be the main topic of the August 2015 Board meeting.

Key Points:

1. Committees and task forces should be published with a listing of members, links to Board members who are on these committees and task forces.
2. Ministry teams- The Board suggests to the Senior Staff that similar information be published regarding the Ministry teams (listing of Members, staff members advising the Teams)- What are current practices of communication with the congregation?
3. Electronic Communications: What is the recent data regarding "hits" on the enews?
 - a. # People who open e-news 30 %
 - b. # people who clicks on links is 5% or less.
 - c. The Communications/Public Relations Team should also look at other churches' communications and research best practices/guidance, e.g, how many words in the communications that will be most effective?
4. Congregation Communications meetings- Monthly meetings on a specific date/time for congregation members to converse with Board members in informal conversations. Consistent time (e.g. 10:30 AM and 12:30 PM on the __th week of each month), but shifting structure and topic. The purpose of these meetings is to allow time to communicate with the Board to gather information, ask questions and offer ideas.

Other Discussion:

Congregant Bernie Bloom requested time to discuss the process of decision making regarding the HVAC upgrades. He and others submitted a detailed written communications/ technical report to the Blumenthal Task force. It included a list of specific decisions and timelines. Mr. Bloom believes that decisions will need to be made in August. At its May 21 mtg, the Board gave authority to the Task Force to make recommendations to the Board. Mr. Bloom requested that the Board respond quickly if there are issues that need to be discussed. Decisions should be able to be delayed until the August 18 Board meeting. No other Board action needs to be taken at this time. Perhaps updated information will be shared with the Exec. Committee.

Board Decisions (including motions passed):

- The Board passed the following four resolutions:

Communications

Whereas, in its June 6 retreat the Board identified Communications as priority issue for 2015-16, it is resolved to create a Communications/Public Relations Committee to focus on improving:

- a) Communication between the Board and the Congregation
- b) Communication between Cedar Lane and the larger world (website, PR, etc.)
- c) Communication with Members of all ages

Development/Fundraising

Acting on the priorities set for 2015-16 by the Board at its June retreat, the Board hereby creates the Development/Fundraising Committee. It is not to be confused with the committee overseeing the annual pledge campaign. Its assignment is broader: to assess the full range of Cedar Lane’s development methods and to make policy recommendations to the Board.

Strategic Direction Team

In recognition of the priority the Board is giving to visioning in 2015-16, we hereby endorse formation of the Strategic Direction Team and charge it with designing and managing a process that engages the entire congregation in discernment and visioning. (Current Members: Bob Harrison, Kim Love, Mary Means, Michael Randel, Gwen Warman, Rev. Archene Turner)

Mosaic Makers/Multicultural Task Force

In light of the the establishment and mission statement of Mosaic Makers, a committee of the Board of Trustees, and whose mission is "to lead the congregation in developing and living out an intentionally multicultural religious identity in all aspects of congregational life."

(Board of Trustees approval on 6/16/2015), the Board of Trustees hereby dissolves the Charter of the Multicultural Task Force.

- The Board recommends to the Sr. Staff (Abhi and Sara) to work with the Stewardship Team to follow up with the congregants who have not made their pledges for 2015-2016. (Advisor Mark Ewert suggested that the Stewardship Team should be making these calls.) The Board offers to make phone calls, if necessary to help the Stewardship Team.
- The Board agreed to proceed with the Board Meeting Plans- as proposed:

MONTH	TOPIC	BOARD REP
July	Board’s Work Program	Mary and Archene
August	Board-to-Congregation Communication	Michael Rebecca
September	Blumenthal Futures	Maryann
October	Governance	Lyn Maureen
November	Financial Policy	Jack R. Jack W.
December	Strategic Direction	Gwen
January 9	Mid-Year Retreat	Mary and Archene
January	Communications/Public Relations,Outreach	Jim?
February	Mid-Year Review/Retreat Debrief	Mary and Archene
March	Head of Staff: State of Cedar Lane	Abhi
April	Budget Prep	
May	Development/Fundraising	Melissa
June	Mosaic Makers	Dave

- Board members will print their own packets and agendas, if desired, or use electronic means to review them. The staff will print 3 extra copies to have at Board meetings.

GBP Process Check

Pro	Con
Productive Atmosphere	Tense moment when guest was here, but it was unclear whether he requested time on the agenda or not. The Board needs to establish guidelines for itself as to how to handle this situation in the future.
Average energy level	
Everyone participated	
Participants were engaged.	

Closing words read by Lyn Peters
Adjournment at 9:30 PM

Calendar Items

Executive Committee Meeting- August 5, 7:30 PM

Next Board Meeting- August 18, 7:30 PM

Visioning and Discernment Workshop- Saturday, October 17

Minutes Submitted by Kate Simon, Secretary of the Board of Trustees

Action Items:

Communication with the congregation: Budget 15-16, financial shortfalls from 14-15, general request to complete outstanding pledges	Lyn, Jack, Michael	Thursday July 30, noon
Create a list of Board committees and task forces and who is on them	Maureen	August 11
Follow up with the Stewardship Team regarding phone calls to people with outstanding pledges	Lyn	August 11
Have a conversation about Development/Fundraising with Stewardship Team	Melissa	August 11
Staff circle back to Stewardship Team regarding outstanding pledges	Sara, Abhi	August 11
Complete BoT and Sr. Minister Evaluations	Previous Board members	August 1
Read and review handouts- Rules of the Road, Role of Participant Process Observer, Principles of Policy Governance	all Board members	August 18
Set up Board File Folders	Sara Deshler	August 18
Update Special Task Assignments 15-16	Kate	August 11

Talk with Jim A. regarding Communications/Public Relations Committee	Lyn	August 11
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