

August 21, 2018 - Christ Church Vestry Meeting

Earle Conference Room, Christ Church Parish House

Vestry Meeting

Attending: Harrison McLeod (Rector), Bern Mebane (Senior Warden), Dena Benedict (Junior Warden), Chris Klasing (Treasurer), Bill Kehl (Chancellor), Anne Arrington, Jim Baumgardner, Lauren Briles, Cotton Clarke, Mac Gentile, George E. McCall, Kevin Mertens, Louise Oxner, Betty Teague, Brent Williams, Rose Cuddy (recorder)

Absent: Chuck Reichert, Helen Wynkoop.

Guests: Support Ministry Staff Suzanne Mize, Mike Towery, Monica Walsh, Monica Eslick and Communications Staff Avery Allen and Vanessa Levin-Pompetzki.

Harrison opened the meeting with prayer at 5:00 PM.

He introduced the Business Office and Communication staff.

Ministry Area Goal Presentations

Resource Development/Communications

Vanessa Levin-Pompetzki and Avery Allen introduced the Resource Development and Communications goals.

Build a Culture of Generosity at Christ Church: Resource Development will collaborate with other departments in ways such as cultivating relationships with major donors and encouraging staff and clergy to model generosity.

Create a Strategic Communication Plan: Vanessa commented on the inspiration she had at an Episcopal Communicators conference earlier this year. She said we have awesome stories to tell and yet those stories may not be told often enough. In September, Communications will send out a parish-wide survey to find out how the parish would prefer to receive communications. They also plan work with ministry areas to determine their communication needs. Vanessa and Avery want to work toward a balance of event promotion and telling stories. One way is a hashtag - #JoyfulGenerosity.

Develop a new website: Avery addressed the current website, which is nine years old. The website is not keeping pace with today's platforms. Included in the scope of this project will be making the website more welcoming to newcomers, promoting Faith Development's hybrid formation initiative to provide online Sunday School resources, putting up additional video and a streaming platform. To help tell the stories of Christ Church, they want to start a blog. They've provided storytelling cards available to ministry areas and parishioners at events to note the impact of their experiences.

Anne Arrington asked about the cost of the website. Vanessa said the cost is anticipated to be \$20,000, with \$10,000 budgeted this year and \$10,000 budgeted for 2019.

George asked about the spread of social media and email followers in the parish. Avery and Vanessa said that they had a pretty even spread of people using website, Facebook and Instagram. They've had a good response to posting Scripture along with a beautiful picture from the church or grounds. They

recently deleted the church's Twitter account for a number of reasons. Bern asked about the website traffic. Vanessa said that the Worship This Week page gets the most clicks and that our Google search numbers are steadily rising. She asked the Vestry to give the church a review on Google or Facebook. Please note that Vestry minutes are clicked on! Jim asked about how we push something out. Vanessa discussed the ripple effect of liking something on the Christ Church social media sites. He asked if we advertise. Vanessa said she was able to decrease the advertising budget since online advertising is less expensive than print and has bigger impact. Cotton Clarke, Vestry liaison to Resource Development and Communications, thanked Vanessa, Avery and Lauren for all they are doing to create a culture of generosity.

Support Ministry

Suzanne Mize asked her staff to introduce themselves and they then discussed their goals.

Suzanne said she has been on staff two months, Monica Walsh has been here more than a year, Monica Eslick of Greyrock has been on our contract a year and a half, and Mike Towery is the veteran, having served eight years.

Suzanne said that there were a number of action items that were set aside until the Parish Administrator position was permanently filled. Due to that, she has a number of projects to prioritize. She and her staff have determined a goal to help them address their priorities.

Develop an optimal staffing plan for the responsibilities assigned to the Business Office. At this point, they are listing the tasks that the team works on, who's responsible for which tasks, identifying a backup for tasks and cross-training.

Suzanne then asked each team member to describe what they've accomplished and what they'd like to see.

Monica Eslick said that completing the audit and budget were primary accomplishments and a learning experience for her. She has researched ways to earn more money on account balances and implemented a new payroll system.

Mike Towery said that he recalled the wish list he gave in last year's presentation that included the development of procedures. He feels as if they are continuing to make progress in this area and praised Suzanne for taking the bull by the horns and moving things forward!

Monica Walsh said that she works with Lauren on producing the quarterly statements. She said that we typically receive more than 50 calls after a quarterly statement, but the last time there were only 5! This means that we have made progress in applying pledges according to parishioner wishes. She is the pcard, or credit card reconciliation, person. She has worked to make ministry areas responsible for collecting and coding their card charges, so they arrive at Monica's desk mostly reconciled. This frees her to work on other priorities rather than chasing down receipts.

Suzanne said that she found a quote that describes the Business Office's mission: *Bring passion and discipline together to accomplish the mission.*

Treasurer Chris Klasing said he felt that we finally have all the right folks in place to oversee our finances and thanked Mike for sticking with us through the turmoil of the last few years. He told the Vestry how the Business Office staff has made his and Dan's lay duties much easier.

Harrison said that both departments have had challenges and have not shrunk from them. He complimented the Communications staff on embracing the task of creating a strategic plan to market Christ Church. He used the example of the successful marketing campaign of Subaru to sell the experience rather than simply the car. We want to advertise the experiences at Christ Church rather than just an event.

Harrison said that Suzanne has made a home for herself very quickly and helped us understand exactly how we allocate our resources. He used a couple of examples, such as the cost of heating and cooling one of the Broadus buildings actually being the cost of the ministries that are housed there. Thinking like this helps us be the best stewards of our resources and define our ministries.

Rector's Report

Harrison said that he appreciated everyone's efforts to be at the Third Century reveal event held immediately before the Vestry meeting. You'll hear more about the theology behind the Purpose, Vision, Mission and Values.

He asked everyone to attend the Caring for Our Church Saturday cleaning event and attend the Reconnect Sunday combined Sunday 10:30 AM service August 26 as we begin the new program year at the church.

He thanked the staff for their work, which is a real gift to him. Knowing he could leave for a month in July and everything kept humming along without interruption is a testament to the staff's expertise. He and his wife, Jennifer, had shipped Maine blueberry ice cream for the staff and Vestry to enjoy at tonight's 3CC event as thanks.

The Vestry went into Executive Session to discuss a confidential matter.

Senior Warden

Bern Mebane said he had no formal report but thanked Dena for tonight's event – she sponsored tonight's wine and cheese and spearheaded the last eight months work of the Third Century Commission.

He reminded the Vestry of the old adage: *We don't have a second chance to make a first impression*. He asked for the Vestry's support in talking up the Third Century's work of Purpose, Vision, Mission and Values and asked them to encourage their ministry area staff. Ask them how you can help. The rollout to the entire parish will be September 9.

Junior Warden and Third Century

Dena Benedict said that Harrison is preaching at three services September 9 and the Purpose, Vision, Mission and Values will be emphasized at all the services that day. Dena said the 3CC Communication and Implementation subcommittees continue to meet to help make this initiative a success and feel built in. She said she sees us looking back in six months and seeing how we've incorporated this into our fabric.

Treasurer's Report

Chris Klasing said that we continue to be pretty tight, so forecasting where we may end up at year's end remains difficult. Non-pledged income did worse last month than expected. Monica Eslick is a Greyrock

employee, and we increased her hours as contracted Controller to get us through the interim without a permanent Business Administrator, so Greyrock charges will likely decline now that Suzanne is in place. Anne asked if giving is down during the summer. Chris responded that their forecasts did reflect the slower giving season, but last month's was lower than forecast. He hopes that he and Lauren can analyze this fluctuation. Pledged income is 1.5% behind forecast, but he said that it's not atypical for this time of year.

Greyrock supports the Business Office by also providing a backup for the outsourced Controller position. A long-term plan for the Controller position has not yet been determined. The Business Office is currently working on the discovery portion of their needs.

George made a motion to accept the Treasurer's report as submitted, Cotton seconded the motion. All Vestry members voted to approve. The motion carried.

July 17 Vestry Meeting Minutes

The July 17, 2018, Vestry Meeting minutes were distributed prior to the meeting by email. A motion to accept the minutes was made by George E. McCall and seconded by Cotton Clarke. Anne Arrington called the Vestry's attention to a typographical error under New Business. All Vestry members voted in favor of accepting the correct minutes. The motion carried.

New Business

None.

Committee/Team Reports

Ministry Area Reports from department heads were distributed prior to the meeting via email. Updates and additional reports from Vestry liaisons may be found below.

Parish Life: Louise thanked all who signed up to help at Caring for Your Church Day this Saturday, August 25.

CCES: Betty reminded the Vestry that next month's meeting will be at CCES. We will begin with a service in the Chapel led by new Chaplain Wallace Adams Riley. Following the brief service, we will move to the Presentation Room on the Upper School campus. Wallace Adams Riley, new chaplain, and Leonard Kupersmith, headmaster, will address the Vestry at the meeting.

Nominations: On behalf of Nominations Co-Chair Bill Hardaway, Rose reported that Bill had visited the Young Adult Council to encourage their participation in Nominations and found that most of the council members thought the Vestry was "a big mystery." He asked for a list of Young Adult events to be distributed to the Vestry tonight and passed along his encouragement to Vestry members to engage with our Young Adult population.

Pastoral Care: Kevin reported on a success story from Canterbury Counseling Center. United Ministries had a counselor who quit suddenly with 25 appointments remaining on that person's schedule. United Ministries reached out to Canterbury, and Peggy Muncie of Canterbury then reached out to BonSecours-St. Francis Hospital. The connection with St. Francis had been formed over the summer about a shared mental health initiative. Due to the relationship, St. Francis was able to pay for these 25 appointments, which were then scheduled with Canterbury staff.

Faith In Action: Anne reported that the committee met Sunday and approved grants to Safe Harbor and A Child's Haven, among others. She reported that Jackie Williams of the Artisan Center in Haiti will retire soon and move to Still Hopes, and Anne brought to the Vestry the idea of honoring Jackie for her 30 years of work. It was decided that Harrison and Anne will look for a way to honor Jackie's decades of ministry.

Annual Giving: Cotton reminded the group of the Annual Giving Leadership Group kickoff Wednesday, September 5, at Coldwell Banker Caine. This year's campaign goals will be announced then.

The Vestry thanked Harrison for his gift of Maine blueberry ice cream.

Harrison closed the meeting in prayer.

The meeting was adjourned at 6:13 PM.

Respectfully submitted, Rose Cuddy