

BCC Cabinet Meeting Minutes

Date: 1/12/2020

Submitted by: Sanjay Cherian

In Attendance:

Name	Role	Voting?
Ann Desrochers	Moderator	Y
Catherine Merrill	Minister	N
Carol Cherian	Deacons/Fundraising	Y
Sanjay Cherian	Assistant Moderator/PRC	Y
Susan Haight	Trustees	Y
Rena Duncklee	Treasurer	Y
Bill Dunbar	Finance	Y
Amy Razzaboni	Outreach	Y
Candy Tiner	Publicity	Y

The meeting started at 8:35 am with a prayer from Rev Cath. We had a voting quorum.

Calendar Review

- Lent starts on 2/26, Ash Wednesday. We will be in Mason if we follow our usual format. If not, Cath will let Candy know to notify AA that we'll need the space.
- Ann might ask Candy to put Prepared To Serve on our calendar in Feb 22, with a link to the event's site. Ann has a workshop on capital campaigns at P2S.

Priority decisions for today

Letter Review

- Content Review
 - Discuss content here and then a small group will fine tune the letter
 - For donation form (yet to be written), have check boxes with amounts and a write-in line
 - Minimum donation was by consensus \$50
 - Cath's suggestion for donation values 50, 100, 2500, 6000, blank
 - Put what you get for each level (plaque, commemoration, etc.) on the form as well as the letter
 - Cath says instead of having the form have the write-in on commemoration text, someone should call them to have it be a more high-touch process.
 - Carol: does 370k include the windows? Sanjay said yes.
 - Sanjay: felt like he wanted to ask for \$400k. Cath suggests 410k for the psychological value of looking like a calculated number and not an arbitrary quantity. Decision was to go to \$410k.
 - Final cleanup of letter: Cath would like to have Cath, Carol, and Sanjay edit and Ann be the final reviewer who sees it with fresh eyes.
- Should we send this letter at all and who should be the target audience?

- Cath: Are we worried about poisoning the well? Amy: depends how soon after the letter the capital campaign will be. 6 months will be too soon.
- Susan: concern is that the letter implicitly creates a capital campaign with a target that has to be lived up to by a future committee that didn't have a voice in setting it. This is OK as long as the people who become that committee will be okay with it.
- Sanjay: doesn't feel the letter's language limits future cap campaigns. Thinks the campaign will be far enough in the future and encompass more than a letter. This will allow that committee to talk about things learned that contributed to increasing the scope of repairs and thus the cost.
- Discussion about how much more than a letter a capital campaign should be.
- Susan thinks the window letter should be just to current donors to church.
- Carol: should consider people more than current donors but less than whole town. Have it be targeted.
- Cath: if we treat the target audience as the church community + the result of 15 minutes of brainstorming about who else we could invite, should we have pick special events we do (senior luncheons, etc.) and have the letter available there minus the "dear so and so" opener. Posters around town, HB journal, posters around town.
- Sanjay: concerned that we should have the target be outside the current donors with the church being the add-on. Special meeting already approved parsonage money for this and wanted the letter to access donors outside the building so what does it mean if we ask people to reach into their wallets again?
- Cath: doesn't disagree but we don't have a well-developed solicitation list outside the church. Writing this letter revealed that we have some work to develop those relationships. We would not have wanted to discover this when we get to the capital campaign.
- Carol: we should view the 250th anniversary as a model and the banners as a sign of who we should reach out to. People probably gave money long ago so it's not too soon to ask them again. Amy: some of those businesses have until March 2020 to make their final payment so it may be too soon to expect as healthy a response as we might expect.
- Cath: offers this rule of thumb: Get the 250th commemorative newspaper that lists donor organizations. Add on Weidmans/Andres people. Add contact people from the 16 people who were here from the celebration of service. Also use posters, online, and a social media campaign. Does this feel like we have used the windows as a good vehicle to remind people of our presence and role in the town, a heads up that something else is coming, and give them an opportunity to support the effort?
- Carol: do we want to look at old membership list to ask, e.g. Brian Power?
- Cath: speed is an issue. Shall we say whatever addresses we can get in next 2 weeks? There was general agreement to this.
- Amy: we have a senior luncheon mailing list too.
- Target: People who give money, people who attend, organizations that use the church, town companies in 250th newspaper, old membership, 16 organizations from the celebration of volunteerism, the results of brainstorming town leadership, e.g. Tad, Chief Quigley.
- Timetable: we had said Feb/March. Susan says it's good because windows are being made now.
 - Carol: says it should be by annual meeting to say we did it. Cath: better to do things right than arbitrarily fast if it's only one more week.
 - Decision: preferably by Annual meeting but definitely by end of January.
 - Ann: can we send it in phases since we're not doing bulk mailing? Start with letters we have, then do additional rounds. A lot is falling on Candy with Annual Meeting coming.
 - Cath: a part of her says they should all go out together but doesn't know why. Susan: perhaps because it may cause confusion when some people get letters and others wonder why they didn't. Cath thinks her feeling is from our perspective so that when we declare that we're done, we're really done.
 - Decision: will batch the letter generation work, and decide later if we do a single mailing.

- Timing of electronic campaign: Cath recommends letting the mailings go out and do the electronic campaign a week later.

Annual Meeting

- Ann was hoping to have the report done by today but still receiving a trickle of data.
- Has asked ONA committee for report and thinks they should speak at annual meeting
- Would like update on windows spoken in annual meeting
- Are we planning on asking for volunteers for capital campaign committee? Yes.
- Cath: there's a genuine question to be asked. Re: \$370k/410k, we have to believe the community can support that. We need to have discussions about how our finances are involved in our spiritual life. How does a 35-40 worship size congregation support this church or what size faith community do we need to be viable not just for this building but for this community? Capital campaign committee is part of the conversation because we won't be in good shape just because we funded the building. This is a larger question that may not be answered if we just focus on fundraising.
- Carol: committee should have a mind towards that but shouldn't be the one to do the discernment. Cath: discernment should include the whole conversation.
- Amy: should we still talk to Peter & Cindy or let the committee do it? Cath: yes, she and Amy will work it out.
- Budget: All submitted, we were short \$21,000. With revisions, we got down to \$9,000. We're down to a 6% difference. \$5,511 difference. That does not involve any salary cuts, minister by conference recommendations, everyone else 1.7% increase. Some cuts were made eg: deacons cut to 2 supply preachers, some Outreach requests were combined and streamlined. CE Director was cut until that person appears and we'll take the money out of the general fund. Bill feels it's a livable budget. We may go over a bit, but we came out ok. In the past couple of years we've gotten large donations later in the year. Revenue is budgeted toward the low end the expenses are budgeted to the high end.

Review of Prior minutes

- Need to put Deacon's report that Carol had sent Ann into the minutes that Sanjay sent out. Ann to send to Sanjay to update minutes.
- Carol moved to accept minutes with that amendment, Susan seconded. The motion passed unanimously.

Fundraising Report:

- Breakfasts: ideal to have all three before June, better to leave the Fall for the events. We may want to match up with Winterfest.
- Final total for the Faire \$4,610. We'll budget \$5,000 for next year.

PRC Report:

- The PRC met in December and discussed Greg D'Arbonne's witness

Publicity Report:

- In December we placed one paid ad on Facebook for the Christmas Eve Services which cost \$12.50. Reached 696 people, and had 96 engagements (which means that people either clicked, reacted, or shared).
- The attendance trends for Christmas Eve over the last several years:
 - 2017 Christmas Eve attendance: 120 adults, 30 kids
 - 2018 Christmas Eve attendance: 113 adults, 23 kids
 - 2019 Christmas Eve attendance: 155 adults, 17 kids
- Glad to see the Christmas numbers, will definitely promote Easter.

Finance & Treasurer's Report:

BCC YTD Financial Summary	Actual Income	Actual Expenses	Income vs Expenses + /-
December	\$91,583	\$89,301	\$2,281

- \$2,000 to the good at the end of the year.

Outreach Report:

- Senior Luncheon Feb 1st-Soup & Sandwiches
- Working on getting speakers for Sunday Services
- Outreach will be meeting tomorrow night to discuss plans for this year

Deacon's Report (email update):

- Two Christmas Eve services - thank you to all who helped with the luminaries, greeting, lay reading, Advent families, with music, elevator, etc
- Purchased candle oil, advent wreath candles, battery run candles for children/Christmas Eve services, and new hymn board numbers with 2019 budget monies
- Will be working on the Wedding policy during the first quarter of the year
- We are thrilled to be welcoming Candy Tiner to the Board of Deacons this year
- Attendance: 155 adults, 17 kids for Christmas Eve
- Survived Catherine's vacation absence. Carol & Cindy covered a service, Rev. Teri Motley covered another, and Sanjay's covering the third.

Minister's Report:

January 2020 (through 1/5)

- Averaging 27.25 hours/week, which puts me between 4 hours under and 37 hours over since Sept. 15. This time last year, I was 25 hours under to 18 hours over.
- Took Vacation
- Set up coverage for my vacation for 12/29, 1/5 and 1/12
- Reaching out to members of the church community after the death of Tre Rouse
- Home visits
- Pastoral counseling
- Delivered last Lay Worship Leadership workshop
- Attending Carol Sing & Pot Luck
- Drafting my portions of Clerks & CE Reports for Annual Report
- Writing the Minister's Report for the Annual Report
- Continued Reading Matthew together (Matthew chapters 13-17)
- Getting the last of the pledge letters signed and in the mail.
- Drafting worship plan for May & June to publish on my return from vacation.

Services:

- 12/8: Joseph was a Righteous Man: following Joseph's steps to remain in right relationship with God
- 12/15: Service of Lessons & Carols
- 12/22: Telling the Whole Christmas Story: Reflecting on the place of the Massacre of the Innocents in the Christmas Story

- 12/24: Living with Emperors, Singing with Grace: Seeing how the Holy Family incorporated God's actions in their lives

Regular Meetings:

- Cabinet, Clergy Support, PRC, Moderator

Trustees Report:

- The windows are in production. Will follow up.
- Spring time projects are coming. Booster Club we give teams money to support volunteering. 5 – 10 kids. The Boy Scouts have helped in the past, but they're mostly little kids. And the Rotary too. Especially for big basement cleanup.

Other:

- None

We wrapped up at 9:45 am with a prayer from Rev. Cath.