

UUSMC Board of Trustees Meeting Minutes  
September 20, 2018

Attendees: Judy Pappenhagen, David Bonner, Anna Hull, Helen Springer, Ram Ray, Greg Pelley, Stephen Petersen

1. Chalice Lighting Greg

2. Opening: Blessing Greg

3. Offering Collection Counting Process

Plates are collected and put into the music closet. Collection log sheets are located in the "U" shaped desk, top drawer, in a binder with instructions. We usually have 10-20 checks, but if there are more you may need to use two slips. Record check numbers and donors, and total all checks and cash at the bottom of the slip. Document and sign that you counted it (this does not need to be checked by a second person) tear sheet, wrap cash and checks in sheet and rubber band together (use an envelope if there are coins), and stuff into metal box on the wall.

4. Goals:

Three categories - Need at least one measurable goal for each of these categories; using SMART goals

1. Financial sustainability
2. Organizational effectiveness
3. Growth

5. Goal One: Financial sustainability

The Generosity Team is working on the Pledge Campaign for this upcoming year. The goal of the campaign is \$216,600 in total income with initiative to not need to use reserves. This goal accounts for a net of \$205,000, made up of 100 pledge units. Currently we have 91 pledge units. Approved budget in June has \$180,800 including the \$25,000 deficit. The 2018 current pledge total is \$175,000 net income. This upcoming campaign will focus on one-on-one conversations to create a relationship building pledge campaign. A proposal was brought up for the Generosity Team to be a year round process, with additional uses for the group to be beyond the Pledge campaign. Additional tasks would be to creating ongoing communications about financial updates. An idea was also proposed to celebrate the 30th Anniversary of UUSMC with a "mini drive" focused on endowment funds. We would start an endowment fund with as little as \$10,000 to be managed with UUA overall endowments; board would be responsible for rules and how that money would be used. Rules would include what is catastrophic enough to pull out of it, do we use interest for ongoing needs, do we set up a threshold that until we have XX amount then we do not touch it for emergencies, etc. Bruce Keopke has already done all the research and all we need to do is decide to do it.

SMART goals:

1. Recommendation that Generosity campaign members expand group expectations from Plan and Produce to also Thank and Assess
2. Judy will report quarterly on financial communications, including important updates on congregation progress
3. Create and execute 30th Anniversary endowment fund ask to give as present to UUSMC (February 27th is actual anniversary date)

6. Goal Two: Organizational Effectiveness

This goal refers to communication, integration, and engagement. Working on staff roles as well as committee structures and roles. There is a proposal to add committees, roles, and how to get involved onto the website. David Bonner has volunteered to help organize this. Greg mentions there is a tool within Realm that would allow committees to take attendance and start to collect data that we can use to assess our members engagement. Point made that leaders of committees are often asked what they have done for the church, never what do they -need- from the board or church.

SMART Goals:

1. Create a measure to look at engagement
2. Measure using that tool

7. Goal Three: Growth

This goal refers to visibility through social media, PR, and brand cultivation. A communications committee did exist, but was created to promote the concert series. This could be resurrected and repurposed to share our UU brand in new and creative ways and entice prospective members. Discussion about making this church a bigger community, and how to both create a welcoming space for new people as well as a space that nurtures our existing, long term members. Cottage Meetings are one way to help encourage new growth and share our message with potential member. We also need to be aware that the other side to growth is retention. Our certified membership number is 142 as of last January.

SMART Goals:

1. Increase our membership by net 30 people by June 30, 2019
2. Realm training for board