

Thomas Jefferson Memorial Church
Unitarian Universalist
BOARD OF TRUSTEES NOVEMBER MEETING
November 16, 2016

APPROVED MINUTES

TJMC Covenant Statement

As the 2016-2017 Board of Trustees, we covenant with one another:

- To show up prepared, and ready to work;
- To keep our mission in the forefront of our thinking;
- To engage with one another and our work thoughtfully, respectfully, and with a whole heart;
- To take on responsibilities beyond our monthly meetings, and then to follow through;
- To listen deeply, assuming good intentions;
- To speak our own truth, to honor the lived experiences of others, and to choose our words wisely;
- To remember those who are not in the room, and to be mindful of the impact of our decisions (and our interactions) and not just our intent;
- To help one another grow into our best selves;
- To keep space in our meetings for laughter and love.

Board Goals 2016 – 2017

- Responsibly Manage Fiduciary Responsibilities Ensuring TJMC's Continued Financial Health:
 - Adopt And Prioritize Recommendations Of The Revenue Task Force Ensuring Implementation of New Income Streams
 - Determine Scope And Identify Leadership To Manage A Mini-Capital Campaign Including Acquisition Of Seed Money
 - Craft A Charge For The Transformation Of The Pledge Drive And Recruit Leadership To Oversee Successful Implementation
 - Support Ongoing Church Fundraising Programs To Obtain The Designated Amount Of Budget Funding
 - Identify Appropriate Mechanism To Promote Growth Of The Endowment Fund And Educate The Congregation Of Ways To Contribute To TJMC Through Endowment
- Develop A Charge And Maintain Commitment For Successful Implementation Of The Strategic Plan
 - Continue Education On TJMC's Church Size
 - Support The Work Of The Governance Task Force Ensuring Recommendations Are Carried Through To A Congregational Vote
- Embrace And Be Responsive To The Racial Justice Steering Committee

Members Present: Karen Ransom - President, Laura Horn - Past President, Jen Larimer - Vice-President, Ann Salamini - Treasurer, Jeanine Braithwaite, Anita Holmes, Katharine Maus, David Mick, Annalee Durland-Jones, Breck Gastinger, Erik Wikstrom - Ex Officio, Leia Durland-Jones - Ex Officio, Christina Rivera - Ex Officio

Members Absent: none

I. Opening--(25 minutes total) Opening/Closing Words (Jen), Snacks (Jen), Timekeeper (Jen Larimer), and Process Review (All)

1. Opening words – Jen Larimer
2. Check-in - **General discussion related to range of feelings and emotions following the election.**
3. Acceptance of Agenda

MOTION: Accept the Agenda.

Unanimously approved

4. Public Comment – none
5. Correspondence – letter from Linda Dukes attached to Minister's Report

II. Reports

1. President's Report (written) – Karen Ransom
2. Vice President's Report (written) – Jen Larimer

Jen confirmed that she is ok continuing the role of chair of the Social Justice Council and noted that the meetings are quarterly.

3. Treasurer's Report (verbal) – Ann Salamini

Ann is training with Chris about reconciling the books online, which will be present in upcoming reports.

4. Minister's Report (written) – Erik Wikstrom

Question - Could the board write a letter to Ebenezer Baptist Church to express solidarity and support following the election? Reference to Eleanor May's letter from her church to TJMC upon her death. Could it be on behalf of the board? This also could be done for the Islamic Society. Clarity and thought is needed about exact message, recognizing pain that is felt. Some expressed some concern for wording since not all congregants may have had the same political feelings.

++ ACTION: Rev. Wik will draft a message for consideration.

5. Director of Faith Development Report (written) – Leia Durland-Jones

Jointly, in addition to their reports, Leia spoke on behalf of all of the Staff to highlight the renewed sense of urgency in issues of racial justice, advocacy following the election. The Staff feel new callings and priorities to adapt to changing political and social climate. Staff is also trying to look ahead to other upcoming moments that will create moments for additional attention and pastoral care (i.e. inauguration). There are also some efforts happening regionally within the UUA. Leia noted plans for an upcoming conference on March 10,11 for the regional supercluster that will be held at TJMC. It will include programs for racial justice, social justice, de-escalation, skill building. This will require organization and support in advance of the conference. Youth are particularly excited about it. Staff generally want to be available and to capitalize on the interest and energy of the public and congregation during the upcoming weeks.

6. Director of Administration and Finance Report (written) – Christina Rivera

Question - Is there a date to discuss and engage for upcoming UUA elections? - December

7. Membership Report (written) – Sally Taylor

Board would like to clarify some of the new language included in the Membership report, would like to change the term to 'active volunteers'. Karen will confirm w/ Sally.

8. Board Liaison Reports (none submitted this month)

III. Consent Agenda / Electronic Motions

1. Approve September 2016 Draft Board Minutes. [attachment]
2. Approve October 2016 Draft Board Minutes. [attachment]

MOTION: Approve the Consent Agenda.

Motion approved unanimously, Jen Larimer will work to post the minutes on the website.

IV. Old Business

1. Revenue Task Force - David, Breck (20 mins) [attachment]

David made a brief presentation on the ideas that were prepared in the report:

- Matrix shows range of ideas - from literature, web sites, suggestions, non-profit organizations
- Report shows 3 levels of priorities.
 - Level One - Includes items of low-hanging fruit without too much additional work and stress on current staffing. (Amazon Smile, weddings, B&B, rentals)
 - Level Two - Includes strategies requiring more ground work, longer term horizons (Concert series)
 - Level Three - Further looking towards longer term opportunities (public OWL program)
- Amazon Smile - Chris reported that TJMC received 60\$ after first full quarter. - Amazon doesn't give diagnostics about the particular details or numbers of people that have signed up. Karen noted the need to try and get people signed up ahead of Christmas. Board agreed to do a push to further Amazon Smile signup, including stickers, email, and tabling.
 - ++ ACTION: Chris will prepare Single Church email and find Stickers by Chris
 - ++ ACTION: Breck, Karen will Table on Sunday. Karen will be walking around with Stickers.

- First B&B rental has come in. Needs more advertisement in the wider world and also within our own congregation. Suggestion made for different levels of home hospitality. B&B program might be particularly helpful during holidays and upcoming March Conference.
- Make use of low hanging fruit in Level 1.
- There is investment that is necessary to be able to action some of the further items, Level 2 and 3.
- The report can't end with this reading, it needs further review and support by the Board.
- There is a volunteer (Ian Sole) - to help rentals and take some of the load off of Chris's work. We need to pick his brain to help better our facilities.
- There are not a lot of easy fixes, some concern about the return on investment. There are not singular, big revenue streams proposed.
- Try to choose items that work together that leverage our church's benefits that can also resonate against one another that also forward the mission and message of the church.
- What are next steps?
 - ++ ACTION: The Board needs to review the RTF report in order to prepare specific questions and further actions for consideration. Then the Board can decide which of these we would like to and can resource.

2. Pledge Campaign Implementation - Laura (5 minutes)

We are proceeding. Erik, Wik, Christina. Drafting a board charge to the teams, assumptions, roles. Trying to build independent bubbles of activity to limit the number meetings required. Getting good feedback on this strategy. Some volunteers are available to help. Some outreach has been happening to various groups with very little to no pushback. Of the new strategies, changes includes introducing a tool to allow pledges to continue and annually renew. This will allow people to spend more time speaking about the changes being made in people's lives and not chasing recurring pledges.

3. Mini Capital Campaign - Jeanine (20 mins)

- Jeanine reported that three virtual meetings have been held. Themes have included the need to integrate messages with pledge campaign and Revenue Task Force. Jeanine has followed up w/ UU consultant, Bill Klontz. He noted that until you get budget and finance pledge system in place, not to go after capital campaign. Discussions including trying to figure out an effective way to communicate to the church and mobilize people to foster stewardship. There is a sense that there are real needs for a capital campaign.
- Folder has been set up for sharing, capital projects.
- Would be good for the Board to review and have understanding of the items in the capital project list.
 - ++ ACTION: Board needs to review the folder, list of capital projects for further consideration to help shape the essential items to be included.
- Another issue that has come up relates to understaffing. Need to think about ways that staffing can be sustained and supported as part of capital campaign activity.
- It was noted the need to be careful and accurate about language related to the state of buildings and boiler. Separation is needed between items that should be regular maintenance and true capital projects.
- Craft a message that appeals to the congregation.
- One board member noted anecdotal evidence and enthusiasm for capital campaign. Both concern and enthusiasm about the potential size of the capital campaign. Question- would we have some of those anchor donors? Is it a lot to raise? In the quiet phase, we will find out.
- Consultant can help us see/evaluate our giving patterns. "Does the congregation know the giving pattern and the giving patterns and the quartiles of giving?"
 - Some information is available, but it isn't well advertised or broadly aware.
- Some of any Capital Campaign investment has to be revenue producing.
- Opportunity has gone up, there has been much positive to build on. Some concern about laundry list - is that going to generate the interest and driver that is necessary to be successful. People give to mission and vision. Anything that we want to do has to be couched as such. How does it give us the ability to live our faith in the world? How does that make it available for Racial Justice work? It HAS to be about how we live our faith in the world. And yet, we also need to be able to succinctly describe how the monies are being used.

- Marketing and message will be critical.

BREAK AND GRATITUDE CARDS (5 min)

4. Church size discussion update - Anita (5 mins)

The Board agreed upon December 18 - 1- 4pm as a time for a church size workshop of 3-4 hours.

This can be a potluck lunch, Accepted as a time to meet.

++ ACTION: Chris will update the board with more info and details.

5. Pam Phillips Ordination update - Karen (5 mins)

Wik will have a sermon on 'ordination' (generally) in January.

It was noted that Pam does not want to do this prior to February. Nothing before March. Concern that this gets into a very busy season. Could be June? Some more discussion required.

V. New Business

1. Staff Priorities - Erik, Chris, Leia (15 mins) [attachment]

- Chris presented the Staff priority lists, generally
- These are priorities, on top of day-to-day job descriptions and tasks.
- Work on the priorities was done prior to the election.
- Each priority tied through to Strategic Plan. Some highlights look at AFD and Social Justice/Racial justice will work together in really big ways. AFD's biggest interest comes through some of the Racial justice offerings. For each of the Staff members, they have culled previous priorities to be realistic with the time available.
- As a process, Staff will mark up versions of the Priorities w/ red, green and yellow to monitor progress. All priorities for Staff members also include personal goals. This process has been helpful towards year end appraisals.
- One priority that continues is to make better strides towards work-life balance.
- We will see the ongoing review at multiple times throughout the year.
- Question - What is the mechanism for feedback on the tasks in the job description?
 - It was noted that much of this work in the priorities is in the day to day work.
 - It is Board responsibility to comment on performance and provide feedback. The Board and Staff will work together throughout the year to evaluate progress towards priorities and better understanding of the staff work.
 - Follow-up question - When the Board receives feedback, what is the mechanism for feedback? Wik suggests speaking directly to person or group, or to committee like Committee on the Ministry. That is great place for this to go and they will figure best out what to do. Or one can speak directly with the Staff Member. Quarterly reviews are appropriate moments for review of priorities and job descriptions. Karen and Laura do ongoing check-ins with Senior Staff.
- Staff wish is for Board to actively review reports and ask questions and provide feedback.
- ++ ACTION: Staff will review their Priority lists and may update in light of recent events. (election, social climate)

VI. Closing Activities (10 minutes)

1. Process Review (all):

- Interesting meeting - Very much about financial matters. Excitement that the board is wrestling with the important money issues. Maybe if board is better at talking about money, the congregation will be as well. Important that everyone can speak up and speak freely.
- Still feeling our way towards being prepared, process things together.
- Excited that all voices are valued. Youth not always invited to discussions of money
- Commitment around the tables felt palpable tonight.
- The work we're doing here is important, we are changing the world

2. Things to do / communicate –

++ ACTION:

- Wik will draft a message for Board consideration to express solidarity and support to Ebenezer Baptist Church and the Charlottesville Islamic Society.
- Karen will confirm Membership terminology with Sally Taylor re; “active participants/volunteers”.
- Jen will post the minutes for September and October on the Web.
- Amazon Smile: Chris will prepare Church email and find Stickers. Breck, Karen will Table on Sunday.
- Revenue Task Force Report: The Board needs to review the RTF report in order to prepare specific questions and further actions for consideration. Then the Board can decide which of these we would like to and can resource.
- Capital campaign work: Board needs to review the folder, list of capital projects for further consideration to help shape the essential items to be included.
- Chris will update the board with more info regarding the December church size retreat.
- Karen to open Google drive and share link with more participants.
- Staff will review their Priority lists and may update in light of recent events. (election, social climate).

3. Closing words – Jen

4. Parking Lot -

Upcoming Dates

--- December 7, 2016 – Exec Board Meeting

--- December 21, 2016 – Board of Trustees Meeting