

Chelsea First United Methodist Church

Administrative Council Minutes

February 11, 2021

7:30-9pm via Zoom Conference

In Attendance: Edie Wiarda, Mike Vanderspool, Joy Barrett, Rodney Gasaway, Charles Schmunk, Sandy Schmunk, Heather Hay, James Alford III, John Seto, Nolan Peterson, Dana Schmunk.

Guests: Jody Croskey, Jeanne Franks

1. Opening Prayer-Edie

**Devotion: Romans 12: 1-2, 9-21.** Pray for discernment; that we be creative in our “testing.” That this church be a safe place where people can explore their gifts and put them to use in overcoming evil with good.

2. Discussion of Coordinating Ad Council’s Ministry Objectives with SPRC and Staff Objectives-Edie

- a. Preparation for breakout rooms and invitation to guests to actively participate.
- b. Review of the document and its development: “Communicate Our Vision and Path.”
  - i. Ad Council’s job is to express targets for Congregation as a whole and to communicate those targets.
  - ii. Ad Council communicates to SPRC, Staff, and to important committees/groups in the church.
  - iii. Through meetings with SPRC member Michele McLaughlin, vision statements, challenge statements, observable metrics are being developed.
- c. Reviewed the four suggested challenge statements, relationship to Ad Council objectives, concrete examples of how these might be carried out, potential staff or committee ownership, and invited review and adjustments.
  - i. Shout it out!-Consistent messaging to the greater community about who we are, and who God is.

- ii. Create Campaigns of Healing-Form teams that provide help, build community, and confront injustice.
  - iii. Go Deep-Offer experiences of spiritual, theological, and intellectual depth.
  - iv. Make the Ask-Invite people to commit and give.
- d. Next steps would include a review of where the church currently is in these areas and what we need to do to move forward.
- e. Edie invited questions.
  - i. Nolan-Are these in any order of rank? Edie-Not necessarily in rank order but that could be a point of discussion.
  - ii. Charles-Great job of pulling this together.
- f. Some Ad Council objectives do not lend themselves to being part of the challenge statements and are tasks that need to be accomplished, or “Just Do Its.”
  - i. Educating congregation on possible separation of the United Methodist Church.
  - ii. Safe Sanctuary Policy.
  - iii. Church database and effective office processes.
- g. Anticipating a roll-out in April/May; Staff can then set goals for program year during Summer.
- h. John-The Vision is on track although SPRC has not discussed this in depth.
- i. Joy-Affirms the work and is looking forward to seeing where the conversation leads.
- j. Sandy-Would like to caution that staff has a lot to complete during the summer and that the summer isn’t necessarily a time to be “cut off.”
- k. Edie hopes to give output from tonight to Michele & John; they can continue to offer feedback.
- l. Tonight’s Process: Breakout rooms to discuss general feedback, targets, and dates regarding overall challenge statements. Answer these questions: What are the objectives for 2021? What are the targets? How will we know if we have succeeded? How can we articulate the vision?
  - i. Breakout room #1: “Shout it Out” and “Make the Ask” - Joy, Heather, Charles, Sandy, John, Jeanne.

- ii. Breakout room #2 “Campaigns of Healing” - Mike, Rodney, Nolan, Jim, Jody, Dana.
- iii. Joy and Mike are co-hosts and all participants can share their screens. Establish a note taker in each room and share notes with Edie and Heather.

m. Post-Break Out Room Reports

- i. “Shout It Out” and “Make the Ask” (Challenges 1 and 4)
  - 1. Shout It Out seems like it should be a high priority because we are close to hiring someone for a Marketing position directly related to this challenge statement.
  - 2. Will staff have someone to communicate with or to “back them up?”
  - 3. We are in the process of developing a Communications Team which will directly support staff and also coordinate with this challenge statement.
  - 4. The ideas/examples do not seem to be that specific. Are we expecting the new person that we hire to come with specific ideas?
  - 5. One idea that may be specific and measurable is the update/increased use of the website or social media.
  - 6. Another measurable area is tracking how often the online services (i.e. youtube) are being utilized.
  - 7. When thinking about social media expansion, it is important to consider which demographic we are targeting. Different demographics utilize different social media platforms.
  - 8. Establishing a unique and consistent logo and putting it out into the community is important.
  - 9. Increasing our presence in the community is another way that we can address this area.
  - 10. Our presence in the community could be coordinated through two areas of immediate need: Youth mental health and the LGBTQIA community.
  - 11. Limited time to discuss “Make the Ask.” Some discomfort in focusing on asking people to give financially during these troubled times.

12. Could focus more on serving or inviting people to “commit and share.”

ii. Campaigns of Healing” (Challenge 2)

1. Discussion of the name of the challenge: First though streamlining the name to “Campaigns of Healing” would be more direct; Then felt that adding “and Hope” would make the Challenge more applicable to the long term rather than ending when the “healing” had been accomplished; Final: “Campaigns of Healing and Hope.”
2. “Expanded activity in congregational care (incl social isolation)”
  - a. Add “Empty Nesters”
  - b. Owners could include volunteers and lay leaders, but with Staff direction as liaisons for support
  - c. Consider re-engaging with the Stephen Ministry services to assist with this as well.
3. “More participation in small groups for building community and spiritual connection”
  - a. Rodney made the point that we need to be clear that in the Methodist Church, small group is often perceived as “Bible study” and that does not need to be nor should always be the case.
  - b. Owner: Using the interest inventory we can make groups and then get leadership through that. Again, will lean on Staff for support as liaisons for these lay leaders. Staff can provide the tools to help small groups come together and the tools to help them *stay* together. The goal can be to give these interest groups permission to do Christ’s work.
  - c. We did feel that one of the most important tools to make all of these objectives work will be the NDLT’s Interest Inventory.

n. Summarize and Feedback on Process

- i. Would like to repeat the process during the next meeting.
- ii. Possibly use a different format: 2-20 minute sessions in breakout rooms with a break in between.
- iii. Who would like to meet with Edie before the next meeting in order to move this forward? Dana, Rodney, Mike

3. Finance – Edie subbing for Kerry Plank:
  - a. Doing better than we thought.
  - b. Budget passed for 2021 (\$85k deficit) looks too pessimistic.
  - c. New pledges for Sanctuary mortgage; now expect Aug balloon payment to be only \$67k.
  
4. Pastor's Update – Joy Barrett
  - a. Mike, Edie, and Joy met with 21 other people who are interested in becoming new members.
  - b. Met two young families who connected with us through youtube services who are interested in connecting with our church more deeply.
  
5. New Business or Additional Updates-none
  
6. Closing Prayer-Sandy Schmunk

Upcoming Meetings:

- Mar 11 7:30-9 – Discussion of Target Demographic Groups and Worship/Education Preferences
- Apr 8 7:30-9

Submitted by Heather Hay