

Chelsea First United Methodist Church

Administrative Council Minutes

March 11, 2021

7:30-9pm via Zoom Conference

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

Guests: Jody Croskey, Jessica Fahlgren, Diane Brown

1. Opening Prayer-Edie

Devotion: Psalm 126: One of 15 “Songs of Ascents,” thought to be recited by people making pilgrimage to Jerusalem at the time of annual festivals; associated with the return from Exile and restoration of the temple. Prayer for restoration from exile.

2. Ministry Objectives-Edie

- a. The goal is to communicate a vision to church staff, leaders, and members of our direction through the objectives.
- b. Further conversation with Michele McLaughlin has helped to refine and streamline goals.
- c. Review of revised objectives and metrics.
 - i. Shout it out!-Do consistent messaging to the greater community about who we are, and who God is. Possible metrics: Number of responses/engagements by new people.
 - ii. Strengthen Community-Mobilize teams to connect, help and encourage God’s people. Possible metrics: Number of interest groups & service teams, by length/intensity of engagements.
 - iii. Go Deep-Offer experiences of spiritual, theological, and intellectual depth. Possible metrics: Annual survey or other feedback mechanism to determine how the church is meeting spiritual needs.
 - iv. Make the Ask-Invite people to participate, commit and give. Possible metrics: Number of new vs. existing distinct participants by ministry area; Grow giving units and operations income;

tentative income target = growth to \$683k for 2022 (=10% over two years.)

- d. Edie invited questions and comments about the objectives and metrics.
 - i. Charles-Shouldn't be asking if these are the right questions. We have already agreed on the right questions. Questions can be expanded at a later date.
 - ii. John-This is tremendous work. We should go one step beyond the metrics to consider what will be the outcome or impact of the objectives. What is the fundamental thing we most want to see happen?
 - iii. Mike-Counting new participants may go back to John's comment. One thing that may be missing is feedback from the community. Finding a way to reach out to the community is important. Are we reaching deep enough into the community?
 - iv. Sandy-An additional metric is a timeline to determine when certain goals will be met.
 - v. Edie-How do we communicate the goals to staff in a simple manner? Ad Council members may be interested in assisting with this.

3. Target Demographic Groups and Implications for Ministry Objectives

- a. Demographic information comes from the Vital Church Initiative (VCI) Process using "Mission Insite."
- b. Describes the mission field/culture surrounding our church.
- c. Survey includes worship and church preferences.
- d. Includes 71 "Mosaic Segments" based on consumer behavior, age, family makeup, rural/urban/suburban setting.
- e. Our area was defined roughly within the Chelsea School District.
- f. Summary of our demographic information was shared.
 - i. Majority of the households in our area are affluent, highly educated, white, and headed by married couples.
 - ii. Most prevalent Mosaic Segments:
 - 1. Booming with Confidence/Aging of Aquarius-Upscale Boomer; aged couples living in city and close-in suburbs-

Values Traditional/Educational and Modern/Inspirational Worship; Music is important and open to many genres.

2. Power Elite/Picture Perfect Families-Established families on the go, living in wealthy suburbs-Values Traditional/Educational and Modern/Inspirational Worship; Music is important and open to many genres but includes organ, piano and classical instruments.
3. Golden Year Guardian/Reaping Rewards-Relaxed, retired couples and widowed individuals in suburban homes or senior communities living quiet lives-Values Traditional/Educational or Caregiving and Modern/Inspirational Worship; 19th century hymns.

iii. Implications for Ad Council Objectives:

1. Go Deep
 - a. Fine-tuning 9am (“Modern/Inspirational”) and 11am (“Traditional/Educational’) worship.
2. Shout it Out!
 - a. Messages targeted toward young families, boomers, and elders.
3. Strengthen Community
 - a. Significant and impactful mission and society work
 - b. Connection and caregiving.

g. Edie invited questions and comments about the demographic groups and implications.

- i. Kerry-Good information to have and sounds right. This is who we are trying to reach.
- ii. Heather-Agrees with the information. Recognizes that these are the most prevalent groups in our community but would also like to recognize a smaller, more hidden, group of people who are living in poverty. We should also keep these people in mind.
- iii. Rodney-If we target all age demographics we will also be reaching all economic demographics.
- iv. Heather-Wants to ensure that our church is welcoming to people of all economic backgrounds.

- v. Charles-While this study reveals the top demographic groups in our area, it should not minimize the importance of reaching out to the smaller groups of persons.
- vi. Dana-The school district recently did a survey about face to face schooling. Parents consistently stated that they wanted their kids back in school full time with safety measures, such as spacing, masking, etc. as a clear priority. Secondly, people wanted their children to be with peers for social and emotional needs. If our church acts quickly, there may be an opportunity for us to provide a place for children to congregate. This could be outside, with same age peers, in an active setting, with safety parameters in place.
- vii. Edie-That is a “very big idea” and we will have to think about what that could mean.

4. Finance-Kerry Plank

- a. Positive start to the financial year with spending less than expected.
- b. Currently have a \$250,000 surplus.
- c. Bill Ruddock has cautioned the committee that many pledges have been front-loaded for the beginning of the year.
- d. Looking at the upcoming Sanctuary mortgage balloon payment which is due on August 1st which is expected to be \$66k.

5. SPRC-John Seto

- a. Update on the Communications Specialist Position
 - i. SPRC member Theresa Plank took the lead on filling this position.
 - ii. Posted on Indeed and Facebook.
 - iii. Received and reviewed 25 highly qualified applicants.
 - iv. Narrowed it down to four highly qualified candidates with local community connections.
 - v. Two candidates were invited to interviews and one has met with Joy.
 - vi. In the process of completing background checks and checking references.
 - vii. May have a recommendation by next week.

6. Branding/Website-Kerry Plank

- a. Continuing to work on the project.
- b. “Mock-up” of website should be complete by the end of April.
- c. Selected a logo and a badge from 8-10 possible concepts.
 - i. Sample of logo and badge was shared with Ad Council.

- ii. Logo has “Chelsea First” with cross and multi-colored “leaves.” Leaves are meant to evoke colors similar to those found within the bricks and stained glass windows of the church building.
 - iii. Feedback from members was positive: Clean and simple appearance with good color scheme.
7. Path Forward Task Force-Nolan Peterson
- a. Survey was sent out and received 109 responses. Will report back on results at a later date.
 - b. Recommendation was presented to council regarding the use of the church building and property for marriage of same sex couples. Review of recommendation was presented.
 - i. Church pastor would be present but not officiating.
 - ii. Guest minister would “co-officiate.”
 - iii. Task force felt that in order to be a true welcoming church, this needs to be part of our practice.
 - iv. No decisions to be made at this meeting, just an initial presentation of the recommendation.
 - v. John-What are the ramifications for the pastor being present?
 - vi. Nolan-Tonight we are just introducing it so that we can arrive at a solution.
 - vii. Edie-Gather questions so that we can revisit and discuss with Joy and Diane Brown.
8. Educating Congregation on Denominational Status-Diane Brown
- a. General Conference has been postponed until 2022.
 - b. Liberationists (far left group) have launched a denomination.
 - c. Traditionalists (far right group) have a book of discipline, structure, papers, and announced a name of the new denomination.
 - d. General Conference will hold a virtual session in May to address 12 very specific pieces of legislation but has no plan to address how to move the denomination forward.
 - e. At this time, the Michigan Conference doesn’t need to take any action. CFUMC doesn’t need to take any action.
 - f. Recommends that we compile and share the survey results from the Path Forward Task Force.
 - g. Also can share the contact information for Liberationists and Traditionalists if people would like to learn more.
9. Interests Survey-Mike Vanderspool
- a. Survey has been sent out and received 100 responses.
 - b. Survey will be made available on the church website.

- c. Results are compiled in an excel document for ease of use for church leaders and staff.
- d. Nominations committee is in process of using survey results to create groups with common interests. Will be communicating with people who may want to be part of these groups in order to bring them together.
- e. Charles-How many surveys were actually sent out? 100 responses may be a small sample.
- f. Mike-Everyone on the church email list received the survey. Won't be sending it out again immediately to avoid conflicting with the Path Forward Survey. Will be putting a link to it in the Path Finder. If that does not bring a significant number of responses, we may send it out again.

10. Congregational Care Ministry – Edie Wiarda

- a. Attended a training session with 3 other church members.
- b. Training provided on valuable, deep, and meaningful congregational care.
- c. Other church members have expressed interest in this training. Looking into opportunities for sharing the information with others.

11. Executive Session

- a. Edie thanked the guests for their attendance at the meeting.
- b. Ad Council members engaged in executive session discussion.

12. Closing Prayer-Sandy Schmunk

Upcoming Meetings:

- Apr 8 7:30-9 - Finalize Objectives, plan for roll-out
- May 13 7:30-9

Submitted by Heather Hay