

Church of the Larger Fellowship
Board of Directors
March 31, April 1, 2, 2005

MINUTES

Present: Denny Davidoff, Frank Wells, Harold Babcock, Terry Robinson, Ken Gross, John Lees, Laurel Amabile, Lois Reborne, Tad Crawford, Art Ungar, Alicia Forsey, Brad Greeley

Staff: Jane Rzepka, Lorraine Dennis, Lynn Ungar, Linda Berez

Reading – Alicia Forsey – *The Lord's Prayer*, as translated directly from Aramaic

I. February 2005 minutes approved. (Brad/Terry)

II. Jane's report

Jane spoke about the “meat and potatoes” of what the staff does in the office: enrolling members, changing addresses, mailing packets, receiving donations, talking with members, and more. Just opening the mail is a project and preparing *Quest* for publication involves many of us.

Jane and the staff are very excited about the new initiatives planned by the Board.

III. Lorraine's report

Lorraine thanked the Board for the change in her title and expressed her commitment and enthusiasm for her work here at the CLF.

She is very proud of the work the staff is doing, although everyone on the staff is challenged to find time to do an effective job at everything they do. All the staff are creative and motivated. They understand the ministry side of their work. As Iris and Beth continue on their learning curves, they each take on new responsibilities. The concept of team is very clear for this staff group.

If the CLF could have all the staff we need, we would add a half-time web person, a half-time development person, a full-time office assistant, and a full-time minister for the Website.

Linda Berez reminded the board that the Intern Minister's salary is below the UUA guideline of \$15,000. Next year's Intern will make a total \$13,000 (1/2 CLF, 1/2 Arlington Street Church). We should be thinking ahead to adding health insurance and professional expenses for the intern, as well.

IV. Staff Reports

There was some discussion of the written staff reports from the Board packet. The Board would like to put a working group in place to think about retention, statistics, tracking, and evaluation of CLF membership. **Tad, Alicia, and Frank will convene a Task Force to decide what statistical info the Board needs from the staff and to analyze growth in membership and fundraising.**

Generally, the reports are interesting and give an idea of what the staff is doing.

V. Implementing Strategic Plan – Tad

Tad asked these questions regarding the Strategic Plan: What have we implemented? What have we missed? What needs to change? Who will do it? And when?

Tad, Laurel, and Jane have worked to present the Strategic Plan to the Board in a way that will answer these questions.

There are five strategies in the plan:

- Recruitment/retention
- Membership development
- Fundraising
- Programming/Ministry/Religious Education
- Staffing

There was discussion about the Strategic Plan with the following ideas suggested:

- Per Wayne Clark, UUA Congregational Fundraising, CLF is not ready for a capital campaign until the Annual Campaign is more successful (higher average gift, more lead givers, telephone-based ‘face to face’ canvass. Wayne could do a teleconference training of canvassers.
- In addition to lead givers, board members could make a few canvass calls to ‘middle givers.’
- We must ‘make our case.’
- Could Covenant Group leaders and Shared Interest group leaders help with the canvass?
- Alicia suggested that we write a short piece in Quest acknowledging the Otto (anonymously) bequest. This might encourage others to make a planned gift.
- We should be encouraging planned giving always. Long-term relationships are the number 1 predictor for planned giving.
- We could run a piece on stewardship monthly in Quest.

Laurel asked these questions: What does the board want to do? How will we fill in the gaps in staffing for RE, development, administration?

The board should continue assessing progress and looking at the work of the board and how it relates to the work of the staff.

Laurel will work with Lois on Volunteer Management, will do her Second Offering calls, and will work on the Metric working group.

The Executive Committee will create some clear assignments and report back to the board tomorrow morning.

Frank Wells will donate 2-3 days of fundraising analysis and recommendations.

VI. Religious Education – Lynn Ungar

There are six online Covenant Groups running now. They are all working with the same assigned material for at least the first four weeks, then Lynn may use different material in each group.

The Covenant Groups could work for the CYF, too. We could add a question about Covenant Groups to our member application.

Online Shared Interest Groups are starting also. We have a retirees group, a healing group, and several more may begin soon. The limiting factor is trained facilitators.

KidTalk is Lynn's new Website for kids. There is new material each month and a social action area, an "Ask CliF" section, and UU history on the site.

Lynn is working on Online Classes for adults with a New UU class running and several others in the making. We should charge for these classes and the staff will figure out how that will look.

In the context of the strategic plan, the staff will be creating priorities for the RE program.

VII. Investment Report – Ken Gross

Ken referred to his report of the Treasury Direct purchases of \$239,000 as of April 30, 2005. He explained how that when the notes come due, the money is wired to the money market account. Since we are getting 2.3% on that account, we are netting nearly as much as we were with US Trust when you consider the US Trust fees.

Ken checked in with the board to be sure that the 60/40 ratio of equity to fixed income is still the ratio the board wants in our portfolio. Now that the equity portion is with the UUA General Investment Fund, reporting will be different.

With the fixed income portion, Ken asked for guidance from the board as to whether he should consider investment grade bonds or only insured accounts with variable rates? Ken will use Treasury Direct to purchase bonds and the board passed the following motion to provide guidance to the Investment chair and the Finance chair:

To give the Investment Committee authority to invest up to 25% of our fixed income in fixed income assets of at least A grade or better. (Art/Brad)

VIII. Finance Report – John Lees, Lorraine Dennis

Preliminary first quarter member contributions equal about \$72,000. That is about \$16,000 better than 2004. The operating statement looks quite good for the first quarter with a slight surplus to budget. **John requests that the staff create a new revenue account number called "Special Transfers" to show the revenue we transfer from investments into operating for expenses associated with the Strategic Plan.**

Jewelry sales are down as compared to last year. We will hope for another good GA sales figure. The jewelry profit margin hovers around 40%, as it has for several years.

John estimates that we will need an additional \$25,000 of member contributions in 2006, so improving our canvass is vital. We also anticipate increases in expenses for next year.

IX. Church of the Younger Fellowship (CYF) – Erik David Carlson, Jonathan Craig, Frank Wells

This is the first opportunity for most board members to meet Erik and Jonathan in person and talk with them about their hopes for the CYF. Erik and Jonathan presented a proposal to the board for the creation and maintenance of the CYF Website by their company, Revolution Media. The proposal is \$3,000 for development and \$300 per month for maintenance. They explained that the focus of the site and of the CYF is spirituality and community; that it will be a dynamic site. Content will include sermons/services, appropriate for young adults, in all forms (text, audio, video) with an archive, live broadcast services at the same time each week with a live online chat to follow. They hope to create safe spaces for young adults to be in community, share joys and concerns, and find support. There will be appropriate boundaries for youth. The CYF task force will work toward

including youth, but we will not be marketing to youth at all at this point. With technology, offering many choices is possible and the variety of choices is huge.

GA launch and marketing: The task force plans to have t shirts, a booth with laptops so that the Website is available, pins, ribbons for badges. There will be a workshop with info on the CYF, a pizza party for the Young Adult Caucus, a joint coffeehouse with YRUU and YACM, and Gini Courter has promised some time in plenary to announce the CYF.

The three goals are to: promote CYF, Sign up members, and introduce staff and key leaders to the CYF. There will be a specific flyer for congregations available at the CYF booth.

Older adults can donate to the CYF as allies. Suggestion: A button on the CYF website where ally donations can be made.

The CLF Board was universally supportive and many board members pledged their personal financial support as CYF Allies. Suggestions from the CLF board included: creating an allies' button for contributions from those outside the age range; suggest that young adults interested in seminary could take online courses from Starr King or Meadville

According to John Lees, the Veatch program is exactly right for the CYF – grant possibility. **Denny will see about the possibility of meeting with the Veatch governors at GA.**

X. Fundraising – Brad Greeley

Brad handed out a letter to board members about the CLF's new fundraising idea called the Second Offering Project. We have mailed letters to all CLF member ministers and asked that they ask their congregations to do a Second Offering or portion of the plate collection for the CLF. **Brad asked board members to contact three ministers each to follow up on the letter.** One of the consequences of this is good PR for the CLF. The staff will send a packet of information to any congregation willing to consider the Second Offering. Lorraine will give each board member a flyer called "CLF's Work in the World" to use for talking points during their phone calls.

Harold is writing a letter to ministers soliciting contributions. The Annual Program Fund solicitation will be going out in May.

XI. General Assembly 2005

The new GA display was in the meeting room so board members were able to see the new graphics. The booth display graphics match the new CLF brochure and, in fact, use photos and wording from the brochure. Erik and Jonathan offered to videotape the CLF Worship service this year, which is on Friday, June 22nd at 9:45 AM. *The Electronic Frontier: Growing UU on the Web* is the GA Planning Committee sponsored workshop which will be moderated by Gini Courter with an introduction by Denny. We will have panelists including Deb Weiner, UUA, John O'Connell, Interfaith Alliance, Lynn Ungar, CLF, and Erik David Carlson, CYF. They will each talk about developing Websites and there will an opportunity for questions.

The CYF will hold an informational workshop on Monday, June 25, at 10:15AM. The Task Force will staff the workshop.

There was discussion about whether the CLF could get the list of GA registrants for marketing. Denny doubted that the UUA would be able to do that, but she will check with Gini Courter.

We will bring Iris and Donna to GA to staff the booth. There was too much activity last year for one person to sell jewelry. Lorraine will also work at the booth and we hope that delegates will volunteer to work on the CLF side of the booth. We have 6 delegates at this time, with 3 slots reserved for CYF delegates.

The Annual Meeting will be a brief add-on to the CLF Worship service. We will make the Unsung UU award to the Simonsons at the Annual Meeting. It is a proforma meeting, but does give board members a chance to meet CLF members.

XII. Governance

There was a discussion about the Senior Minister and Executive Director's job descriptions and where they overlap. Much of the discussion centered on the role of the Senior Minister. With the CLF moving to a model more like policy governance, the role of the minister can change. Jane has functioned as CEO and will continue to do that working as an executive team with Lorraine managing the day-to-day operations.

The Executive Committee will work over the summer to rethink the committee structure of the CLF. Denny, Tad, and Laurel will work over dinner on a matrix of possible task force duties.

Laurel made a process observation and Frank Wells had to say his goodbyes since he was catching an early morning plane to go to another meeting. The CLF Board meeting was recessed until Saturday morning.

Saturday, April 2, 2005

XIII. Electronic Communications (ECC) Report – Lois Reborne

Lois referred to the written report in the packet. Members of the committee are Lois, Art Ungar, Linda Melski, Ann Woldt. Lois reported that Linda Berez and Lynn Ungar have been of great assistance to the committee. The ECC have reached a plateau in their understanding about their role in the church. They are concerned about Linda leaving and the timing of the CLF dedicated server. Who will manage that server? Linda? Revolution Media? Kasey? New Intern?

The staff is working on a few initiatives involving online worship materials. We will create a searchable online database with key words. We are also hoping to create some interactive features on the Website – something like lighting a candle or taking a poll. The staff is also working on creating MP3 files on the website that would include some of the library audiotapes, GA audio. We would love to set up a little sound studio and do some recording.

There was enthusiastic support for creating the interactive materials on the Website. The hope is to give CLF members and seekers an opportunity for a “real church” experience on the Web.

Art Ungar feels strongly that the institution needs a project manager system. It is an important tool for coordination. **Linda Berez will research some software and have something up and running for the ECC to try by May 1st.**

There was a proposed addition to the ECC Policy as written in the committee's report to the Board, but in the light of the governance discussion, the Board may not want to implement the policy now.

Motion: to add the following to the present ECC Policy: CLF services – i.e. classes, groups and lists – tht require facilitation or instruction should be a benefit of memebership. Offerings that do no t require an ongoing facilitator of instructor like the *Chosen Faith* class – may be welcoming members and nonmembers as well.

The motion was tabled until the October meeting.

XIV. Discussion and Votes

Motion: To accept the slate of candidates for the Board of Directors and Nominating Committee as submitted by the Nominating Committee. (Harold/Brad) Passed unanimously.

Motion: To elect delegates as submitted. (Lois/Brad) Passed unanimously.

Motion: To empower the minister and board chair to add delegates prior to General Assembly. (Art/Brad) Passed unanimously.

Motion: To award the CLF Unsung UU Award to Caroline and Nelson Simonson. (Lois/Brad) Passed unanimously.

Motion: To recognize CLF member Fadel Erian as a non-voting delegate from the CLF to the ICUU meeting in Barcelona. We will request a report from him following the meeting. (Tad/Brad) Passed unanimously.

There were no motions regarding the Strategic Plan. Tad will send a typed version of the matrix with board tasks to everyone immediately. Denny expressed the thanks of the board for Tad's work on this.

Motion: To amend Jane's job description to remove the Principal Duties section. (Art/Laurel) Passed unanimously.

Lorraine will send the flyer called "CLF's Work in the World" to board members via email.

TASK LIST

All – work on Second Offering calls as assigned by Brad

Denny

- Contact Gini Courter/Linda Friedman to if we can get the 2005 GA registrations email list and to arrange for a plenary announcement for the CYF.
- GA Workshop planning
- \Notify Olivia Holmes about Fadel Erian and the ICUU meeting.
- Contact Margy Fine from the Veatch fund to invite to our GA workshop on growing UU online.

Alicia

- Email ad for planned giving to Lynn, with a copy to Jane.
- Modify UU history course and others for use on the CLF website
- Send a copy of the Feminist's Lord's Prayer to everyone.

Brad

- Fundraising letters for ministers and APF solicitation
- Write a piece for Quest
- Schedule canvasser training with Wayne Clark

Frank

- Work on fundraising plan
- Create fundraising analysis and report to board
- Work with CYF Task Force

Harold

- Write ministers solicitation letter

Terry

- Work on Second Offering calls

Ken

- Research possibilities for fixed income

Lois

- ECC follow up with Erik and Jonnie re GA

Tad

- Contact Frank about Working Groups list
- Talk with Jane and Lorraine on how to refine resources

John

- Update rolling average for 2006 transfer from investments
- Check on UUA GIF reporting

Laurel

- Second offering calls
- Tasks on grid

Jane and Lorraine

- Talk with Mark Steinwinter, UUA IT director about the UUA content management system and UU boot camp in July. How much to use their CMS?

The CLF Board said goodbye to Art Ungar since this is his last meeting as a member of the board. He was presented with a CLF lapel pin and a Red Sox hat.

John Lees reminded board members to use the travel reimbursement form in their folders to request reimbursement for their expenses. If board members would like to donate their expenses, they should still request reimbursement and then send a check to cover the expense.

10:45 AM **Motion to adjourn** (Laurel/Brad) Passed unanimously.