

TVUUC BOARD MEETING MINUTES

Date: Sunday, October 26, 2014

Members Present:

Alan Moore
Chris Buice
Grier Novinger
Heather Finney
John Mashburn
Kate Benson
Kathy Bohstedt
Laurie Knox
Linda Randolph
Mary Jo Holden

Maureen McBride

Members Absent:

Marco Castaneda
Lance McCold
Cindy Moffett

Guests:

Jon Coffee
Tyra Barrett
Marion Von Beck

1. Opening Words

Linda Randolph called the meeting to order at 12:45 PM. Kathy provided opening words.

2. Minutes

Minutes for the September 21 Board meeting were approved.

3. Endowment Fund - Tyra Barrett and Marion Von Beck

A report was distributed providing information on Endowment Fund balances. As of June 2014, our holdings with the UU Common Endowment Fund were \$331,228.94. This amount included an investment gain of 3.1% and \$5,155 in contributions for a total gain of \$15,211.55. The report for the most recent quarter has not yet been provided to TVUUC Endowment Fund Committee (EFC).

For the current fiscal year, the Committee had \$2,302.26 in the checking account and \$1327.36 in savings. Most of the checking account amount will be distributed to one or more of the EFC subfunds.

Bequests for the new fiscal year, since July 1, have totaled one contribution of \$1,200.

Linda asked about marketing plans in addition to the testimonials provided by various individuals in Sunday services for the month of October. There is no interest in testimonials beyond "testimonial month" of October. Other marketing possibilities to make Endowment Funds more visible to the congregation include

- 1) Administering grants from the EFC earnings on investments. The EFC and the Board will consider together what grants will be awarded.
- 2) Creating a TVUUC EF brochure rather than using the generic material provided by UUA.
- 3) An estate planning workshop.
- 4) A link on the TVUUC web site to Endowment Fund information. Heather offered to go beyond a link to designing an Endowment Fund site as part of the TVUUC site.

The EFC has focused on revising its charter since July 2013. Because the two primary responsibilities of the Committee are investment monitoring and marketing, Linda asked that for the next quarterly report to the Board, the EFC include information on what marketing plans have been developed and which have been implemented. A revised EFC charter will be reviewed by the Board prior to a vote by the congregation at the annual meeting in May 2015.

The EFC is now meeting every two months instead of once per quarter.

4. Budget Report: Maureen McBride and Heather Finney

Regarding the annual budget for 2015-16, we have built into the budget the amount we realistically expect to get as opposed to the amount pledged. The gap between the two has been increasing for several years. Gift cards revenues are down and we have built in a \$3000 downfall from last year. Other "realism checks" include building rentals, which are down, and the amount spent on "social events." Heather suggested that Social might be made a restricted account so that once that amount is spent, that's it for the remainder of the year. **The proposed budget for 2015-16 is \$34,000 less than the proposed budget was for 2014-15.**

Expenses: Our mortgage balance is now at \$200,000. The board discussed the possibility of a "mortgage buster" campaign, which would follow the annual pledge drive. Chris suggested that we could do what he has seen done before at another church: after people pledge, but in the same meeting, ask them if they would make a one-time contribution to a Mortgage Buster campaign. This would free up nearly \$45K/year. Maureen said this amount should go into the capital reserve fund, and several Board members agreed. Alan said that if we try this method, we should be able to state clearly how the \$45K/year would be spent.

We will probably need at least two HVAC units this year. Grounds maintenance costs will go up. We also must budget for next budget year's audit, currently estimated at \$5000. Our bylaws say that an accountant will audit us every fourth year, and we have not had one in recent years.

Requests are in from Program Council for a block grant and from Music for an increase to support paying for an accompanist. The Personnel Committee has not yet made its recommendations.

The RE assistant position has not been filled. As an experiment, the Administration Assistant is now splitting his time at 50% Admin Asst and 50% RE Asst. An advantage to this arrangement is that the front office much more familiar with what is happening in RE.

Total 2015-16 budget shortfall is estimated at \$35.7K.

The Stewardship Committee has proposed \$525K as a goal for the next fund drive. The proposed budget reflects a 6% shortfall on collections of pledges for 2015-16. Last year's goal was \$550K, and we collected 6% less than that.

5. Executive Team Report on Communication, Public Relations, and Promotion: Heather Finney and Chris Buice

- We now have a Marketing Team, particularly needed with the shut down of *Metro Pulse*, plus we are not mentioned in the *Knoxville News Sentinel* religion pages as much as we'd like. We are advertising on Social Media.
- In the interests of financial "transparency," the Finance Team will be meeting with the congregation once a month after second service.
- Discussion on the newsletter: its format, how often it should come out, should articles submitted have limits on length, perhaps an index or table of contents would be helpful. Some had complaints about the newsletter, others stated that they like the newsletter and have no complaints.
- Judy Gibson's "How to Advertise Your Event at TVUUC" is much needed and should help program events be advertised more frequently and effectively. Heather suggested the appointment of "content creators" -- someone from committees to take responsibility for posting events on social media.
- The Board needs to better convey to the congregation what we're doing.
- Do we want our church services in a live stream? Jon Coffee is looking into how Church of the Larger Fellowship live streams their services.
- Monique Meadows created a Membership Kit. It was suggested that the page detailing how to get involved and membership benefits precede the pages on making a pledge or rename the Kit a How to Pledge Kit. We do need to get new members to pledge, and we need more members who want to step up and talk to the new people, people who want to get to know the new members. How are new members being asked to pledge? They're asked in the last class. Pledge cards, pledging pep talk. Only one person out of the new class actually pledged.
- Kate suggested that each Board member take turns talking to a new person. Most Board members agreed to sign on to do this, perhaps with two Board members talking to one person or a family for those Board members who would prefer that approach.
- In the last Long Range Plan we set a goal of 600 members. We're moving from a vision of growth to one of being settled where we are. Since we staffed to move to 600, but we're not getting there, we need to rethink who we are. Chris stated that we should have a vision of an active, multi-cultural congregation.

6. Alan Moore: some final words before he moves to Vermont

Alan expressed his opinions about where the Board is with respect to Policy Based Governance, focusing on the quality of the reports staff have been submitting to the Board, which is improving, and the importance of being critical of staff where it is needed, not shying away from criticism but expressing it in a nice and kind way. Also keeping our vision and mission at the forefront; clarify and understand; recognize excellence and reward it. Chris suggested we should define how we recognize excellence and establish some standards of excellence for different areas of the church.

7. Minister Evaluation

The evaluation documents – a summary of survey results and Chris’s self-evaluation – were distributed in June and discussed in the Board meeting, which also included some areas of growth Chris had identified for himself based on survey results. The survey results were very favorable for the most part. A number of questions were asked at the June meeting and there were no additional questions or comments from Board members. The Board thanked Chris for making us proud.

Chris commented that the monthly Executive Team reports for the purpose of Board monitoring is a new way to do reporting but that we are refining the process as a growth experience and that just refining the process is a growth experience.

He also told the Board about Mosaic Makers, a curriculum that focuses the congregation on multiculturalism—Chris would like to have it here next time. This is an area of growth and Chris has some fresh ideas.

Linda asked about procedures for when the senior minister’s evaluation may be shared. Maureen, having dealt with this issue, will write up some guidelines for determining what personnel information may be shared with the congregation.

8. Goals and objectives

Reviewing possibilities for Board objectives derived from Red Book Comments, Linda brought up two topics addressed in the Red Book. The first was a question: “When are you going to reign in STP?” Linda did an informal survey asking 12 people in the Fellowship Hall after a Sunday service, “Do you find the Share the Plate introductions too lengthy?” Most people do not in fact adding that they find the introductions “interesting” and that they like learning about these community organizations. Three people said that the introduction by Dr. Kim for the Free Heath Clinic was much too long and was off topic. One person complained that she had followed the rules by observing the two-minute time limits for both herself and the Family Promise representative, but that other people don’t do that, which she feels was the reason for the lower plate collection than last year. She thinks they got less money because they only were allowed two minutes. One Board member offered that all collection plates are down over last year.

Two Red Book entries emphasized the need for a Visitors Table and a question as to when it will be reinstated. Linda will talk with Judy Gibson, as this was originally a Program Council activity suggested by Jerry Bone when he was attending Pgm Council for the Membership Committee.

We reviewed the draft for 2014-15 and added a new objective: Board members will each meet with one new member and rotate as new members join. Linda asked for someone to come up with a concrete proposal for this if we do in fact try to implement with no volunteers.

We need to have an audit this year, and the cost for one is in the budget. Our bylaws require that we be audited every four years by an accountant. Maureen is working on getting information as to how to keep the costs down by tailoring the task to the auditor.

9. Proposal for TVUUC Policy on Public Support or Endorsement of Public Services

The Board voted to approve the policy as submitted by Alan Moore and Lance McCold.

10. Auction Update

Linda and Heather are coordinating the annual auction again this year. The Board agreed to contribute a “Game Night with Ruth Martin” at the church. There was discussion about how many people should attend. Linda postponed the decision about who would plan it.

11. Visioning Process Update

People are writing on the board placed in the Fellowship Hall. Grier went through Judy Ann Langston to get facilitators of small group ministries informed. Will get Kim Mason to get RE personnel to participate. Lance is doing a World Café model at a Wednesday night dinner. Laurie said the forthcoming newsletter feature will be briefer and focus on the questions being used to provoke thoughts about a vision.

12. Executive Team Reports to the Board for Monitoring

Board members volunteered to be the “lead reader” for each scheduled Executive Team Report for the year:

September 21:	Safety
October 19:	Communication, Public Relations, and Promotion: Alan Moore
November 16:	Administration; Building & Grounds: Kathy Bohstedt

December 21: Finance; Stewardship Plans: Grier Novinger
January 18: Pastoral Care; Membership: Laurie Knox
February 15: Public Ministry; Denominational Affairs: Lance McCold
March 15: Worship; Music: Kate Benson
April 19: Program Council: Linda Randolph
May 17: Lifespan Religious Education: Mary Jo Holden
June 21: Governance; Board Evaluation; Ministerial Evaluation:
Kathy Bohstedt & Maureen McBride

Kathy provided closing words.

Next meeting: Sunday, November 16, 12:45 pm.

Meeting adjourned at 3:28 p.m.

Respectfully submitted (from notes provided by Kathy Bohstedt and Linda Randolph),

Cindy Moffett, Secretary
Thursday, November 6, 2014