

TVUUC BOARD MEETING MINUTES

Date: January 20, 2013

Members Present:

Chloie Airoidi-Watters	Kenneth Moffett	Melissa Reed
Chris Buice	Alan Moore	DickTrowbridge
Heather Finney	Tom O'Connor	Joe Viglione
Lillian Mashburn	Linda Randolph	

Members Absent:

Teryn Dixon	Lamar Gibson	Laura Twilley
Ada Falls	Maureen McBride	

Opening Words

- Chloie Airoidi-Watters called the meeting to order at 3 pm.
- Lillian Mashburn offered opening words.
- By way of “check-in,” the members were asked about their new year’s resolutions.

Review of Minutes-December 16, 2012

- Minutes for the Board meeting of December 16, 2012 were approved.

Additions to agenda

- Decision about Wikispace: see item 2f.
- Board’s involvement in Stewardship campaign: Chloie made a general comment that the Board should take a leadership role in the campaign. It was noted that not all Board members have been contacted concerning their commitment or the role they might assume.

Consent agenda

- The Executive Report for January 2013 was approved.

1. Monitor & Evaluation: Communication: Internal and External, Public Relations, promotion of programming

- This references the Executive Report, concerning communication matters, which had been distributed to the members in advance of the meeting.

2. Analysis of Results

- Chloie Airoidi-Watters had sent a number of questions, pertaining to the Executive Report, to Heather Finney, which were addressed in discussion with the Board at this meeting as follows:
 - a. Is the church Mission being furthered by these activities?**
 - Things are just getting underway.
 - The Springboard project is awaiting ORUUC input before activities continue with Alex Lavidge.
 - b. What is working well?**
 - Social media.
 - c. What is not working well? What can be done to improve results?**

- Both external and internal communication need improvement; assessment is needed.
- The draft website is too glitchy and slow. Some dislike the backgrounds. It needs to be fixed soon; the process has gone on too long.
- d. Is the church's money being well spent?**
 - There have been no funds expended on the website or other social media. Heather does spend some time with social media and directing activity of Alex Lavidge on web design.
- e. Are there any activities/programs that should be considered for discontinuation?**
 - This is a possibility as regards the current draft website.
- f. Any activities that need to be added?**
 - The newsletter could be added as a RSS feed.
 - Better newspaper marketing is needed.
 - Expanding the portal beyond ORUUC to include the others in the cluster would be a worthy goal.
 - Tom O'Connor noted that a Wikispace account could be integrated into our website which would be editable by all. The Board approved.
- g. Do our goals need to be changed/improved?**
 - Unifiers needed in social media & ultimately more face-to-face communication to defuse the potential of isolation.
 - Sometimes we don't come across as well as we should on website and other social media.

3. Budget

- Heather Finney reviewed the TVUUC Draft Preliminary 2013-14 Budget, prepared by her, Maureen McBride and Chris Buice. A number of pertinent documents had been distributed to Board members in advance of the meeting.
- A question was raised regarding clarification of the policy on undesignated funds and the Endowment Committee. Better information is needed; no action was taken.
- Heather explained the proposal that the RE Intern receive additional compensation indicated in order to take over some member and volunteer services as the Member Services Coordinator post is being phased out.
- Joe Viglione raised a question as to where the capital that had generated the noted CD income now resides.
- With respect to the change in scope of the Music Director position to ¾ time, while Chris noted he has discussed this with Vicki Masters, it was noted that the Music Committee has not been consulted, and that this should be done before setting the policy. It was noted that a full-time music director is rare in churches of our size, and that the proposed adjustment, which will permit hiring an accompanist, is more normative.

4. Program Council Report

- Melissa Reed noted a number of fundraising ideas, including:
 - More public/social media announcements.
 - A banner to post on Kingston Pike.
 - More public promotion of TVUUC events such as the auction.
- She noted a PC request for approval of a "giving tree" event four times per year, seasonally themed. It was noted that March should be avoided re conflict with the stewardship drive. Members agreed with the idea.
- She noted that \$700 has been distributed to Social Action recipients.

- There are problems with volunteers to serve in the capacity of sanctuary guild committee members regarding putting things back in order after services. It was felt that adding this duty to those of the sextons would take them away from the lobby for too long and that ushers should not be asked to take on this responsibility. There was no resolution.

5. Endowment Charter

- Linda Randolph distributed copies of the TVUUC Endowment Fund Charter, written in 2007 and annotated as amended through 2011.
- There were significant questions as to the suitability of the EF seeking to become an independent entity.
- It was agreed that the document is not ready for submission to be considered for approval.
- It was agreed that the Board must remain involved; that the EF Committee should not be entirely divorced from Board oversight unless it gains 501(c)3 status or finds some other way to address the need for tax-free status. The EF is currently covered under the church's 501(c)3 status.
- It was noted that the Board is not being provided with quarterly reports or meeting minutes by the Endowment Fund Committee as provided in its charter, and some other requirements for Board involvement and review as stated in the charter are not being followed.
- Pertaining to this and other issues Linda requested that Bill Cherry, who is working on organizing and formatting all policies, be contacted for a copy, as he currently has the only copy of the church's policies.

6. Red Book

- First of two new questions: Why so many Board members? Answer: there has always been this number, per the Bylaws.
- Second new question: May we please form an Aesthetics Committee to address problematic interior furnishings and finishes. The sense was that this is not needed in addition to the Building and Grounds Committee.

7. Remaining Monitoring Schedule

- Members were encouraged to choose an area of interest among the focus areas of the next four meetings.

8. Auction Item

- The Board's Feb. 2 Chili Supper event will have an increased attendance and members were encouraged to sign up for food and supplies needed.

9. Summary of Action Items

- Better define Board's leadership role in Stewardship Campaign.
- Fix website quickly.
- Integrate Wikispace account into website.
- Consult with Music Committee on Music Director scope change.
- Consult with Endowment Fund Committee on questions raised.
- Board obtain copy of current policies.
- Seek answers for systematic sanctuary cleanup

Closing Words

- Lillian offered closing words.
- The meeting was adjourned at 5 pm.

Next Meeting: February 18, 2013
Opening and closing words: Melissa

Respectfully submitted,

Kenneth M. Moffett, Secretary
January 21, 2013