

TVUUC BOARD MEETING MINUTES

Date: September 15, 2013

Members Present:

Chloie Airoidi-Watters
Chris Buice
Heather Finney

Mary Jo Holden
John Mashburn
Maureen McBride

Alan Moore
Linda Randolph

Members Absent:

Lamar Gibson
Lance McCold
Kenneth Moffett
Tom O'Connor
Melissa Reed
Dick Trowbridge

Guests Present:

None

1. Opening Words

- Alan Moore called the meeting to order at 1 pm.
- Heather Finney offered opening words.

2. Check-in

- Members were asked what aspects of the church's communication efforts they would improve, and how they would do it.

3. Approval of Minutes from June Meeting

- Minutes for the Board meeting of August 18, 2013, were approved as submitted by the secretary.

4. Additions-changes to Agenda

- An Auction Update was added to the agenda at the suggestion of Linda Randolph

5. Consent agenda

- There were no items on the consent agenda.

ITEMS FOR DISCUSSION

6. Finance Report

- Maureen McBride distributed an Operating Budget Summary for TVUUC covering financial performance through August 31, 2013. This report showed that expenses and income were basically on track for the year, with minor exceptions noted below.
- Pledge income was slightly ahead of schedule due to some pledges being paid up front for the entire year, and gift cards were also slightly ahead, reflecting the fact that we are stocking up on Kroger cards due to impending changes in Kroger's gift card policies.

7. Confidentiality Agreement

- Alan reviewed the Confidentiality agreement that Board members sign, in which they promise to maintain the confidentiality of personal and other confidential information that they receive as Board members. The new Board members who were present executed the form.

8. Monitoring Report: Communications, Public Relations and Promotion

- Heather presented the Communications, Public Relations and Promotion Monitoring report. She initially noted that a Membership Coordinator, Sandy Tracy, had been hired, and will work 15 hrs/wk. This will help with communications with volunteers.
- Heather also noted that the position of Administrative Assistant has been posted, and that applications are being reviewed.
- She also discussed the position of Interim Music Director, and the potential duration of that interim position.
- Among the outcomes discussed in the monitoring report were the drafting of a Social Media policy, and increased use of social media to promote the activities of TVUUC. She also mentioned the updating of the TVUUC website, which is ongoing and should be completed by December 2013.
- She noted that the listserv had been 'cleaned up'.
- Increased financial information is being regularly provided to the congregation
- Heather concluded that these activities contribute to the growth and functioning of TVUUC. She noted that although there are no statistics which capture this, anecdotal evidence suggests that potential members have been recruited through social media efforts.
- The challenge to even better communications is that there are so many types of social media that it takes a lot of time to keep up and there is always more to do. More volunteers who are tapped into social media are needed to assist in these efforts.
- Heather noted that TVUUC received excellent exposure for its activities in connection with UT's Sex Week, and the Tibetan Kashi monks creation of the

peace mandala, among other events. Some events were less completely communicated.

- Future efforts may include development of a publicity plan for all major events, possibly including musical events.
- Board members complimented Heather's report, which was clear and addressed all issues.
- The draft Social Media policy was briefly discussed, and will be further considered at a future meeting.

9. Policy re: Podcasts of Services by Lay presenters

- Alan noted that this was no longer an issue. Lay presenters can now receive copies of the tapes of their presentations and can post them.
- These presenters are informed that they are responsible for editing the tape to show only themselves, and not other members of the congregation.

10. Script for BMOD change.

- Jenny Arthur had requested a change in the script for the BMOD.
- It was agreed that script needs some rewriting, in part to address Jenny's issue and to correct references to the color of name tags. The script also needs to be made available electronically.

11. Goals and Objectives for this year.

- Linda Randolph went over the latest revisions to the Goals and SMART Objectives, updated as of 8-19-13.
- This update reflected the progress that has occurred towards accomplishing many of these Goals and Objectives since the last report.

12. Board Participation in Gift Card Program

- Alan recommended that all Board members should be role models of participation in the Gift Card Program. Board members agreed with this observation.

13. Auction Update

- Linda informed the Board that she had agreed to act as "co-coordinator" for this year's auction, although she would not act as auction chair.
- Persons who had been involved in previous auctions will also work on this year's auction, and Heather will provide significant assistance in this effort.

14. Leadership Retreat

- Alan reminded the board members that the TVUUC Church Leadership Retreat will be held next Saturday, September 21 from 9-12 in the Fellowship Hall.
- The focus of the retreat will be the Goals and Objectives for the next church year, beginning July 1, 2014.

15. Meeting Time Discussion

- The possibility of changing the starting time of the Board meetings to permit members to eat lunch before the meeting was discussed. No change was made.

16. Announcements

- Dates of significant future events were noted, including the dates for the next Executive Team Meeting (Oct. 10), the next Board Meeting (Oct. 20) and the Building the World We Dream of workshop (Oct. 26).

17. Likes and what we could improve on

- The process followed during the Board meeting was discussed, with a focus on how well the meeting was kept on track, and on whether everyone given the opportunity to be heard.

18. Closing words for next meeting

- Mary Jo volunteered to deliver closing words for the next meeting.

19. Closing words

- Heather offered closing words.
- The meeting was adjourned at 3:00 pm.
- Next meeting: October 20, 2013

Respectfully submitted,

Maureen Dunn McBride for Kenneth M. Moffett, Secretary
October 14, 2013