

UUCF Board Meeting Minutes
January 16, 2018

Process Observer – Karen

Check-In

7:44 pm

Spiritual Opening/Chalice Lighting – Peggy

Consent Agenda

- Minutes of January 2 Zoom meeting - Adopted

Meeting Agenda

Attending: *Board Members* - Paul Atelsek, Ashley Rothermel, Milo Valenzuela, Anthony Salvi, Peggy Hillman, Mary Butler, Karen Wolf, Kristin Keen; *Ex Officio* - Rev. David Miller; *Staff* - Jenice Jones – Porter, Pippin Whitaker *Guests* – Mary Lareau, Peter Krone (Coordinating Team - CT), Kathy Smerke Hochberg (CT), Meg Harrelson (Annual Giving Campaign), Steve Gold (Generosity Team - GT & Endowment Committee), Judy Gallimore (GT), David Wiemer (GT via Zoom)

Minister's Report – Rev. David

Rev. David went to Richmond on Monday with a group of area UUs to visit the state legislature. About 20 from our congregation went, about 40 total including those from other congregations. The level of impact is uncertain.

The new format for UUCF covenant groups is not ready to launch yet.

The retreat for senior ministers of larger UU congregations is delayed because it was scheduled to be held in California and the venue needed to be changed because of the recent natural disasters.

Rev. David is hoping to take some of the UUCF staff to the Poor People's Campaign, on February 5th.

Sermons are being well received.

The transition from Rich Sider to Jenice Jones – Porter is going smoothly. Rich's last day is Thursday, although he remains available to consult as needed.

Open Discussion Between the Board, CT, and Generosity Team on Communication Strategy during the 2018-19 Annual Giving Campaign – Paul Atelsek

The discussion opened with a brief explanation of the conversations that took place at the Board's fall retreat regarding why transparency is a component of the 3 Board goals, including budget transparency, and the Board's firm desire to establish a sustainable, healthy budget path forward.

To this end, a Board subcommittee is working on strategies and tools to communicate with the congregation so they are knowledgeable before they make their pledges, mutually developing that communication with the Generosity Team (GT), who coordinates the annual campaign, and the Coordinating Team (CT), who creates the first draft of the proposed budget.

Rev. David provided information about strategies River Road UU church employed during their most recent annual giving campaign. He also provided data from other UU churches in the DMV which illustrated that there are ups and downs in every congregation, for lots of different reasons. He also consulted with Megan Foley, but she didn't have anything to add.

During the discussion that followed ideas were shared about levels of transparency, the disadvantages of adopting stop gap measures and the advantages of committing to a sustainable budget format. In general, the hope is that congregants might be more inclined to increase pledge amounts if they know how tight the budget is and can consider the implications of how that restriction effects the programs they enjoy. The impact of sharing how the salaries of the UUCF staff fall within the UUA fair compensation guidelines was also discussed.

Paul shared the “Budget Story” software Milo created and presented to the Board at the last Board meeting.

In addition to increasing awareness of how the operating fund is used, discussion topics included the idea of creating multiple possible budgets (For example, a maintenance budget and an inspirational budget), techniques that might be used to publicize how successful the campaign is as it proceeds, and possible ways to make congregants aware of how their pledge stands in relation to others. At many points in the conversation the complexities of clearly explaining the need for more money while remaining sensitive to the unique context of each pledging unit and honoring all levels of generosity were explored.

Next steps include the need for a target number to be established, multiple communication methods (posters, websites, etc.) to be designed and coordinated, and the firm resolve of the church leaders to be ambassadors of the message and goals of the campaign.

Executive Session

Karen Wolf moved that we enter into Executive Session; Mary Butler seconded. The result of the voting: Motion passed. The CT members were invited to stay. The Generosity Team members left.

Milo moved that we end Executive Session; Ashley seconded. Result of voting: Motion passed.

Anthony moved the Board authorize UUCF staff to consult an attorney on the topic discussed in Executive Session; Kristin seconded. Result of voting: Motion passed.

Board Observations

None shared

Process Observer

The covenant was successfully maintained.

Adjourn

9:27 pm

Next meeting: February 6, 2018

Spiritual Opening: Jeff

Process Observer: Milo