

Standing Committee Minutes

December 19, 2018

Voting Attending: Kathy Richardson (Chair), Phyllis Preston (Vice Chair), Judy Murray (Co-Treasurer), Sue Kiewra (Co-Treasurer), Jennifer Edwards (Clerk), Patty Cameron, Mike Hyde, James Pidacks

Ex-Officio: Reverend Heather Janules, Marianne DiBlasi

Absent: Steve Forcucci, Sheila Puffer, Rebecca Keller

Guest: Steve Perepeluk

1. **Opening words** – Kathy (as provided by Steve Forcucci)
2. **Check-in** – Brief personal update plus answer to the question “How have you served WUS’s mission in the past month?” (See Heather’s report.)
3. **Pledge team update** -- Steve Perepeluk reported on the first Pledge Team meeting. They intend to put the “fun” back in Fundraising. One idea included having a Pie Pledge Sunday with a focus on what a privilege it is to support WUS and to remind us what it means to be a member. Discussion expanded this idea - have SC members host tables; be transparent about what we each contribute, what the goal is, share some numbers e.g. giving flat numbers or percentages = what part of pie, maybe similar to Judy’s entertaining Treasurer’s PowerPoint presentation at last year’s Annual Meeting; include where money comes from, where it goes, history of giving, etc. Some concerns were raised about the mechanics e.g. how to create focus on presentation, not on food, manage conversation volume in Metcalf. Some other ideas: visual reminder in Symmes, the usual cards/letters of thanks – but include past giving, range of giving; if people are willing to disclose what they give, can be powerful – perhaps give testimonials throughout year; write poems or other art etc. Steve also shared that Alison Kirchgasser has agreed to be co-chair with Steve next year.
4. **Consent agenda** – motion to approve passed
 - a. Standing Committee minutes of Nov. 14 from Jennifer
 - b. Executive Committee meeting Dec. 12 from Jennifer. Approval constitutes acceptance of:
 - i. Naomi Magnoni to replace Victoria Ippolito on RE Committee
 - ii. Heather’s housing allowance to remain at \$35,000 for 2019
 - c. Staff reports from Heather
 - d. Committee reports from Alison
 - e. Treasurers’ report from Judy
5. **WUSYG trip policy** – Motion to approve the final version was passed. It will be posted on the website with the other policies.
6. **Operations analysis update** – Heather and Kathy received the Memorandum of Understanding (MOU) from David Pyle on Monday. Executive Committee comments: concern that it talks about staff only but we want a more broad look (program to deal with \$30,000 deficit; 75% of budget is staff); nothing about money (fee, expenses, etc.; we have \$2000-\$3000 in budget). Who will be on team? EX had previously determined need someone involved with money, administration, stewardship potential, personnel, SC, someone involved with mission, possibly someone on

Heather's search committee?. Would like to have as many SC as possible at the training session to learn about methodology (Jan. 19th tentative). This is a "train the trainer" session and then consultation to help us do this ourselves; we can set boundaries up front ("what is relationship between program and staff, where do we want them to spend their time, who should be doing what"). Need to determine what are goals for the day, and for the team in Feb/Mar; develop a list of questions, tasks, gather info, what standards, etc. to do the evaluation. David will teach us the methodology; we will be guinea pigs, lots of interest from others but we are likely first. Heather and Kathy will continue conversation with David; promote it as a field test/beta test to reduce fee. Need to get back to him in early Jan. and identify team before Jan. 16 SC meeting. SC members can go to the meeting to get sense of what is going on, but don't need to commit to the team.

7. **Update on priorities**

- a. **Membership growth/marketing** – SC agreed to set up a marketing and event planning team, which would feed into what RE committee is looking for. The idea is to have more events to draw in more people. Will need to follow up with Membership Committee to avoid duplication, and find people.
- b. **Capital campaign** – Don Landing (on Stewardship & Finance Committee) is interested in setting up a process to determine if we should do one, how much money do we need, etc. He is *not* interested in running it or doing the publicity. It is suggested he connect with Chuck Khuen on Building Committee who has a long list of projects. Big money issues aren't as critical these days (organ, lift, sound system, flag lighting) given recent donations. But just having the discussion may prompt more people to donate funds.
- c. **Support RE** – included in the discussion of membership growth/marketing (7a)
- d. **Legacy Giving** - Stewardship & Finance is helping Dave Kronberg find other people to pass on his work on Legacy Giving. Dave is meeting with each committee to talk about the program. Discussion centered on suggestion to set up a team to publicize and administrate the applications, to track it, to regularly promote it etc. Mike Hyde expressed an interest in working on this. In the meantime, SF will take on responsibility to do or find someone.

8. **Open questions sessions in the winter?** – EX came up with these topics:

- a. **Flags.** When do we, or even should we display the US flag? Should we get a more inclusive rainbow flag? What are the mechanics of taking the flags in and out (rules of display)? Do we hang the US flag in the sanctuary or other area inside the church? Claire McNeill may do a display of rainbow flag options for people to respond to, then have open session to discuss. **Jan. 27** is the only possible Sunday at this time. James suggested doing an online poll with simple 3-4 questions / photos or links to photos ahead of time.
- b. **Should we change the name of the Winchester Unitarian Society? - Feb.;** who will lead?
- c. **Capital campaign.** Should we have one? If yes, what should be included? To be held maybe at the **end of Mar.**, after pledge drive has started and before April when analysis team is winding down (will have data, budget realities, etc.). This can inform setting of goals, define areas of need, identify people to do research, etc. Some suggestions to call

it something else, e.g. assessing building needs, brainstorming sessions, dreaming sessions; timing to be determined.

9. **Other?**

- a. **Beyond Bond and Legal Defense Fund solicitation letter** – Heather shared a proposal to have all Share the Plate collections of every Sunday in January be given to this group. It is the 1st anniversary of becoming a Level 2 sanctuary; it is an opportunity to shine spot on immigration. We don't generally announce Share the plate in advance, however lots of people send end-of- year donations for tax benefit, so wanted to let people know this is available. Heather also proposed sending the letter as a dedicated email. There were no objections; the letter is very informative, especially sharing what others are doing. SF Committee and Alison will work out details of how to collect donations so we can donate as an organization; Social Outreach will give \$2000, plus \$500 from past Share the Plate collections. Motion to "accept Heather's proposal to solicit and collect funds as an organization to Beyond Bond" was passed.
- b. **Bedford Church sanctuary** – Patty shared that this is the 1 year anniversary of support. On Jan 6 (Saturday), there will be commemoration service for volunteers from all 10 organizations.

10. **Upcoming dates**

- a. **Jan. 9**, Executive Committee meeting, 7 p.m.
- b. **Jan. 16**, Standing Committee meeting, 6:15 p.m. Annual mid-year potluck with staff. Sue to organize. Need volunteer for opening words/blessing.
- c. **Jan. 19**, hold for workshop with David Pyle (operations analysis); 9am-3pm

11. **Gratitudes** –

- a. Alison Kirshgasser – Thanksgiving baskets -- Judy
- b. Chuck Khuen and Patty Cameron – chair lift -- Sue
- c. Patty Cameron – mitten tree – round of applause from SC

Respectfully submitted by Jennifer Edwards, Clerk