

TABLE OF CONTENTS

December-January Meeting Minutes

1. Standing Committee Meeting Minutes – 12.15.2021	2
2. Building & Grounds Committee Meeting Minutes – 12.01.2021	9
3. Social Action & Outreach Committee Meeting Minutes – 12.14.2021	18
4. Marketing/Communications Team Meeting Minutes – 01.07.2022	22

WUS Standing Committee Meeting Minutes

Wednesday, December 15, 2021 7:15pm via Zoom

Present: Fritzie Nace, Gordy McIntosh, Brad Steele, Terrill Levering, Rev. Heather Janules, Robbie Brown, “Woody” Wood, Vicky Coccoluto, Ivan Correia, Marcy Thompson, Patrick Draine (at 8:45)

Absent: Terry Currier

Winchester Unitarian Society Standing Committee

Agenda for December 15, 2021 7:15pm – 9:00pm– via Zoom

- I. **Chalice Lighting and Opening Words –**

- II. **Check - in: 7:15 – 7:20 pm**

- III. **Consent Agenda 7:20 – 7:30 pm**
 - i. **Staff to Standing Committee Reports**
 - ii. **Committee Minutes**
 - iii. **Treasurer’s Report –**

Motion to approve consent agenda - Marcy

Second - ?

Discussion: Will move Sam’s sabbatical proposal to new business

All in favor - passes

- IV. **DRE Search update – Fritzie/Terrill/Heather/Terry 7:45- 8:10 pm**
(Impact of Growth and Learning hiatus and no DLRE - last year for experimental hiatus – need to have congregational meeting/vote to either disband or reinstate w or w/out changes to the by-law.)

Plan currently is to hire a Children’s coordinator for K-6th grades. We’re still figuring out what to do with the middle school. Sam is meeting with Deb Weiner, consultant in Jan to figure out what to do with 6-8th grades. Want this job posted by the end of January.

Sam's sabbatical proposal would start 6 weeks after Children's coordinator to start (whom he would be supervising.)

Are the salary/ hours going to limit our pool of applicants? We already have a large investment in RE for the # of kids we have. Might need to take things off the job description if it looks like more than 20 hours work - cannot go over that with the current size of RE program. Opportunity to grow role as program grows. Outreach would be shared with the marketing/ admin person and all program staff would help navigate who to reach out to in the community.

Alex is also new - If Sam takes the director position, can they take a stronger role in WUSYG? Might not have capability to step up at this time.

**V. Thomas' replacement - proposed job description reconfigurations; Search team and plan – Brad and Heather
(Benchmark Marketing positions at other churches – invite Membership to SC meeting in Jan or Feb?) 8:10 – 8:25 pm**

Thomas will not be leaving in January due to Covid border closures but we don't have a new date yet - could be Feb.

In 2009 WUS tried to find a membership outreach coordinator but didn't find candidate and went in another direction. 10hrs/wk may not be enough to entice someone which may be why we didn't find candidate

Concern admin would not be able to focus on marketing/ outreach. Would get pushed aside for other tasks. Some other churches have a dedicated position for marketing but unsure how many hours or what they do.

Fritzie shared marketing/ outreach plan from WinPower with WUS marketing team to develop full year of planning, get an idea of how marketing works in general.

Concern about the financial impact of increasing Jenny's hours but at the same time if we want this to happen we need staff because volunteers don't have the bandwidth to do it at this time. Too spread thin.

(Computer froze while Fritzie talking)

Jenny is requesting new job description if increasing hours and also increased compensation beyond just additional hours. She currently takes the summers off and would like to continue that, but it may not be possible with increased responsibilities.

Discussion about whether this admin position needs to be at Sunday services - we need to be sure if people come through the door that we can retain them. Would help to have professional marketing staff making sure we don't drop the ball. Nice for visitors to followup with someone they've met before.

Membership has had more ideas in the past few years including more intentional bring a friend sundays. Keeps a list of visitors which they split up and contact to invite to specific events. There was a gathering after church on Sunday with good turnout. Nominating cte is also trying to engage new people by putting on committees.

WUS currently has 2 Facebook pages - 1 private and 1 public. Other churches "sponsor or boost" FB pages so new posts go out further than just to members.

Woody found other churches with dedicated marketing person - should reach out to see what they are doing/ is it working (Woody?)

Financials - in general an admin makes mid-\$50k and membership person makes mid \$40k so our new salary for this person is reasonable.

Jenny is concerned she would get a lot more work after Thomas leaves and not much assistance. Assured there would be support if there was a gap in Admin position. Brad is planning to go into the office to get an idea of what they do day-to-day and how things are run. As treasurer wants to be sure we can function if there is a gap. Employee relations cte can help arrange volunteer coverage. Would need specifics of what tasks need to be done.

Some suggestion of having Thomas start shifting tasks to Jenny and start focusing on marketing but he doesn't really have strength there. Would be better off spending remaining time filling in "Book of Everything" and training Jenny (and hopefully replacement)

If we increase Jenny's hours by 10hrs that would be \$9700 for the remainder of this fiscal year and \$17-\$18k annually. Does not take into account any salary increase beyond hours. At this point, will plan to increase hours but are not in a position to increase salary mid-year. Can look at this next year. Also she is getting a large boost because she is newly eligible for benefits.

Will post job description and see who shows up, what their skillset is. Search cte can work out details of Jenny's position.

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Plan to post job description as is and incr

**VII. CoSM (Committee on Shared Ministry) next steps/purpose: read David Pyle article shared by Heather
What do we want in a CoSM?**

CoSM will be rebuilt for next year, can wait on discussion until a later date. CoSM is not a bylaw cte, they were responsible for presenting their own nominations to SC. Important to maintain "right relations" and not use CoSM to avoid discussing problems/ concerns directly.

The Music cte series plans on making donations from proceeds of the concert series to ABC House. In addition to giving them a "share the plate," this adds up to a lot of money. Concern from SAOC about who makes the decision on where the \$ goes. WUS has committed to giving 5% of its budget to charitable causes. When the budget was tight, WUS decided to include the share the plate in that 5%. SC was approached by music cte last year to check if designating a recipient was ok thinking it may increase attendance. SAOC and music never communicated with each other.

SC will send message to SAOC letting them know it won't affect their budget or giving for the year. Patrick (liaison) will reach out to Claire.

**VIII. Liaison Reports - Review Goals from Retreat and next steps with committees – Fritzie
8:30 – 8:35 pm**

**IX. Congregational Survey - Draft due in Feb. Conduct survey Spring '22 or Fall '22? -
Gordy email note to Woody and Robbie**

Put off until May or even September

**X. PPTF update – Holiday services/ events; impact of Covid variant surges
Fritzie/Heather**

Winchester board of health has rescinded indoor mask mandate. For now WUS will follow CDC community transmission guidelines. Need low to moderate risk for Middlesex county for 2 weeks to remove mask mandate - currently high.

XI. New Business

Sam's sabbatical placed on Jan agenda

I. Growth and Learning Committee

Start thinking about if this will continue or not - other groups have been putting on programs. Must decide by Feb for nominating committee to fill slate if needed

II. Gratitudes and Appreciations

- i. Margaret Lowry – Helping with RE by doing gardening activities. - Fritzie**
- ii. Sue Doubler and Deb Walsh-For their work on the Thanksgiving Baskets-A record 73 baskets - Woody to do both**

XII Next Meeting – Weds Jan 19th 7:15pm

Motion to Adjourn

Winchester Unitarian Society
Building and Grounds Committee
Zoom Meeting Notes
December 1, 2021 7:00 p.m.

1. Recently completed projects
 - a. Cranky boiler control on Sanctuary zone replaced – Chuck summarized the repairs to the sanctuary zone and all seems to be working well now.
 1. HVAC upgrade continues – Chuck explained that while the HEPA filters are working fine, the CO2 sensor in Wallace was reading high during class, so added a multi-function window fan to increase air exchange. After some education with the Owl teachers (reminding them to open the window behind the fan and the door across the room) the sensors reading are now in range.
 - b. RE & WUSYG working together to move stuff into Dungeon – Still moving slowly
 - c. Other completed projects were summarized including:
 1. New cover for the harpsichord in Sanctuary delivered and fits
 2. New liners installed for choir shelves in Music Director's office
 3. But no progress yet on the replacement of the ancient toilet in Heather's bathroom
2. Update re on-going projects
 - a. Donor funded, ground floor accessible bathroom – Chuck happily reported that the bathroom project has finally started, including the soil pipe exposed, the hole cut into the tunnel for the door and the new walls framed out.
 1. Kitchen improvements – James reported that the new dishwasher and fridge have been delivered. The fridge and previously delivered freezer are installed and working. The dishwasher is in place and waiting for final connections from the plumber and electrician. Replacing both the very old range and pizza oven stack was discussed and agreed it should be pursued.
 2. HVAC upgrade continued – Chuck summarized his briefing of the PPTF on the various CO2 sensors and controls now installed around the church. They requested CO2 level and room use data so they can create an informed 're-entry' plan. Chuck received a quote for \$4,700 for a complete, Wi-Fi CO2 sensor system. Clearly too expensive, so now pursuing other options.
 3. James volunteered to assist Chuck on assessing how to manage the radiators in the uncontrolled zones
 4. Steve F. volunteered to be a second authorized resource for the WUS thermostat app. He is now up and operational
 - b. Winchester Center Historic District – Matthew explained the process to request funding from this historic district and will engage in the process initially for work on our three sets of historic oak doors
 - c. ESA report energy efficiency recommendations – Chuck
 1. Quote on replacing Office A/C condenser with heat pump, \$16,900
 2. Quoting replacing hot water with on-demand, expensive to install and maintain
 3. Exploring MassSave rebates for both
3. To be addressed
 - a. Small electrical projects – Chuck
 - b. Refurbish Vestibule and downstairs bathrooms – Re-Do
 - c. Chapel door repair and locks – James
4. Grounds
 - a. Leaf blowers & maintenance – Julie & Matthew Our committee discussed the recent email dialogues between the B&GC and Phil Coonley concerning leaf blowers, and the selection and hiring of a landscaping contractor to maintain the WUS grounds. Our committee was concerned that

Phil's summary of the recent email dialogues for the Green Sanctuaries Committee meeting minutes did not convey the full breadth and depth of the discussions, hence, we decided to include a full copy of these email dialogues in our minutes for the record (included below as Appendices A1-A7). Our committee agreed that Matthew would offer to meet with the Green Sanctuaries Committee to discuss the issue.

- b. Update on recent activities - Margaret
5. Larger items:
 - a. List delivered to Brad Steele, new Treasurer
 6. Other business?
 - a. New exterminator proposal – Thomas
 7. Next scheduled (virtual) meeting – January 5, 2022, 7:00 – 8:00 PM
 - a. Call in Number: 1-646-876-9923
 - b. Meeting ID: 947 8292 3381
 - c. Video Conference and Screen Sharing: <https://sgh.zoom.us/j/94782923381>

APPENDICES A1 – A7 – Dialogue Concerning Leaf Blowers and Landscape Contractors

Appendix A1

On Oct 22, 2021, at 3:56 PM, Thomas Slack <office@winchesteruu.org> wrote:

Hello Woody and Phil,

After discussions with Rev. Heather, Chuck, and Mike, the afternoon sexton, it doesn't seem like now is the best time to get rid of the gas-powered leaf blower, unless it can be replaced with an electric/battery-operated leaf blower. Perhaps the plug-in version could be sold/trade-in to acquire a battery-operated one? Even with the battery-powered blower there would be limitations since such equipment is designed for smaller, residential settings as opposed to a property of WUS's size.

Julie is working with Extreme Landscaping to have them take over as the company that maintains the WUS grounds. They are the same company that did all of the improvement projects on the property (Meditation Garden, Main Street driveway, and the Bell Tower Terrace). Chuck says that Extreme would be taking over leaf removal as part of their service. Previously, leaf removal was handled by Mike Bussell as part of his sexton responsibilities, so the blower made things a lot easier for him.

The problem with volunteers and the youth as a leaf removal option is that it is not a one-and-done type of job,

but an ongoing task that requires several instances of work throughout the season. It would also require the volunteers to clear their own bags because it doesn't look good to have lots of full leaf bags lined along various parts of the building.

It may be beneficial for you to reach out to Chuck and/or the Building and Grounds Committee to get a better idea of what plans are in the works. Please let me know if you have any other questions or concerns.

Thank you.

Very respectfully,
Thomas

Appendix A2

----- Forwarded message -----

From: **Philip Coonley** <coonley@me.com>

Date: Mon, Oct 25, 2021 at 12:43 PM

Subject: Re: WUS gas powered leaf blower

To: WUS Office <office@winchesteruu.org>, sc@winchesteruu.org <sc@winchesteruu.org>

Cc: Heather Janules <heather.janules@winchesteruu.org>, Sue Doubler <suedoubler@gmail.com>, Julie Khuen <jkhuen@comcast.net>, Claire McNiell <RKMCN@aol.com>, Chuck Khuen <cakhuen@gmail.com>

Thomas, [et.al.](#)

Thanks for bringing me up to date. And I appreciate that you have gotten inputs on operational preferences from those with the responsibility to make sure things get done well and within budget. I hope Extreme Landscaping is a minority contractor (consistent with Congregational goals being pursued by the Racial Justice group) and is happy to accept a contract that requires model environmental groundskeeping practices at WUS (e.g. no blowers, electric lawn mowers, electric snow blowers, minimal runoff of any fertilizers, etc.,). If not, then I think this is an opportunity for the Steering Committee to provide policy guidance bringing WUS practices even more closely in line with our Congregational decisions in creation of both anti-racism and environmental stewardship initiatives. Our Town center grounds are especially visible so the more obviously we honor our ideals here the better for setting a good example, and for perhaps attracting new Congregants. With a nursery school on-site and a middle school next door we have a special reason to avoid either the noise, fumes, or spread of particulates from blowers. And continued use would undermine rather than support our own Rachel Whitehouse and Woody Wood efforts to have blower banned in Winchester as it has been in many communities. .

Phil

Appendix A3

From: **George Wood** <georgewood4@verizon.net>

Date: Mon, Oct 25, 2021 at 2:06 PM

Subject: RE: [WUS-SC] Re: WUS gas powered leaf blower

To: Philip Coonley <coonley@me.com>, WUS Office <office@winchesteruu.org>, <sc@winchesteruu.org>

Cc: Heather Janules <heather.janules@winchesteruu.org>, Sue Doubler <suedoubler@gmail.com>, Julie Khuen <jkhuen@comcast.net>, Claire McNiell <RKMCN@aol.com>, Chuck Khuen <cakhuen@gmail.com>, Rachel Whitehouse <racheljwhitehouse@hotmail.com>

Thanks Phil for offering these very important ideas and perspectives - I suggest we hit pause on the hiring of this (or any other) Landscaping company until we better understand their practices and staffing. I suggest that in addition to the Building Committee that the Green Sanctuary Committee weigh in during this process. Also, my memory is that that Executive Committee already voted last year to accept the electric leaf blower donation and properly dispose of the gas fired leaf blower - I would need to check my notes and emails on this.

Any yes Rachel and I are gearing up in November to offer a new leaf blower ordinance to Town Meeting this coming Spring and we are welcoming any and all folks that want to join us. I have added Rachel to this email thread. Take a minute to read this NYT article in TODAY'S paper - <https://www.nytimes.com/2021/10/25/opinion/leaf-blowers-california-emissions.html#commentsContainer>

Thanks to all for the time and energy put into this effort

Woody

PS - at some time we may want to spin off this project to a smaller group for study and recommendation and come back with recommendations (this to reduce emails in peoples in-box)

Appendix A4

From: Chuck Khuen <cakhuen@gmail.com>

Sent: Tuesday, November 2, 2021 5:20 PM

To: Matthew B. Bronski <MBBronski@sgh.com>

Subject: Fwd: WUS gas powered leaf blower

Here is the email.

Thanks again, Chuck

Appendix A5

On Nov 3, 2021, at 7:29 PM, Matthew B. Bronski <MBBronski@sgh.com> wrote:

Hello Phil et al,

The Building and Grounds Committee met two nights ago, and we discussed your requests. Julie has also had informative meetings with Jamie Lewis of Extreme Landscaping. The committee asked me to respond on our behalf. We all are in agreement that we would like to move to using less gas-powered equipment on our grounds. However, the current commercial-grade electric leaf blowing technology lags our aspirations.

Fall Leaf Clean Up

To that end, we are happy to inform you of each upcoming professional spring and fall clean up in advance, and welcome you to organize a Grounds Clean-up Day sometime before each. Whatever leaves, etc. you leave behind Extreme will deal with. Per your email, you certainly could hand rake, so no blowers are used. Or, if you prefer, the BGC agreed to split the cost with the Green Sanctuary Committee of a reliable, cordless electric blower with dual batteries and adequate CFM blowing capacity. Please note that if you are going to take the leaves to the transfer station then use leaf bags, if not, please do not use bags, as dealing with leaf bags adds significant cost to Extreme's clean up. If you do bag the leaves, then you need to take them right away to the transfer station. In the past, bags have been tucked behind bushes or left in piles, then rained on, so eventual transport to the Transfer Station was messy and difficult. The first scheduled cleanup is just after Thanksgiving. Extreme Landscaping will come by then to complete the fall tidying up tasks that the volunteers were unable to complete. We will let you know when we expect the spring cleanup and we can repeat the same format.

Status of Commercial-Grade Electric-Powered Equipment

In discussions with Jamie, he said that though he investigates it every year, commercial-grade electric-powered equipment is "just not there yet" particularly in terms of reliability/durability. Machines must be off-loaded from trucks many times a day/week and be able to run consistently and efficiently, hour after hour, day after day. He estimates that, at this time, using battery-powered equipment would increase the man-hours per customer as much as 10x, translating to higher customer billing. Electric-powered equipment found at Home Depot might be perfect for homeowners, but does not meet professional-grade standards.

Extreme Landscaping – 90% minority staffed

You also expressed a concern about Extreme's staffing practices. Extreme has 20 people on staff, 18 of which are minorities. He values his employees and goes over and beyond what an employer needs to provide to his

staff. He has sponsored employees for US citizenship; assisted them in getting working visas and licenses; paid for ESL classes; helped five of them to buy houses, pays their health insurance and offers a 401K to all.

Why Extreme Landscaping?

Julie has worked with Jamie for over 20 years, after having worked with many other contractors. She cited four reasons why she prefers to work with Jamie and recommends that he do the professional landscape maintenance for WUS.

1. Integrity – In all the years, “I have never seen him overbill or shortchange the customer on services. He is always trying to please the customer...something that is not a given with other contractors.”
2. Professional Landscape Knowledge – A graduate from UMass Amherst, and in business for over 30 years, he is an experienced landscape contractor who not only knows horticulture and hardscape, but how to maintain a mature landscape.
3. Relationship with Employees – Jamie treats his employees with the utmost respect, never yelling at or demeaning them. They are part of his extended family and the longevity of his employees speaks to their respect for him. Over half of them have been employed with him for over 15 years.
4. Pride in work at WUS – Extreme Landscaping has completed three major hardscape/landscape projects at the church: Meditation Garden 2016, Main St renovation 2019, and this past summer’s renovation of the MVP entrance. There is a pride of ownership to continuing to have it look beautiful whereas any other contractor would see WUS as just another job.

Warm regards,

-Matthew

Appendix A6

From: Philip Coonley <coonley@me.com>

Sent: Thursday, November 4, 2021 9:12 AM

To: Matthew B. Bronski <MBBronski@sgh.com>

Cc: Heather Janules <heather.janules@winchesteruu.org>; Sue Doubler <suedoubler@gmail.com>; Julie Khuen <jkhuen@comcast.net>; Claire McNiell <RKMCN@aol.com>; Chuck Khuen <cakhuen@gmail.com>; sc@winchesteruu.org; WUS Office <office@winchesteruu.org>; Rachel Whitehouse <racheljwhitehouse@hotmail.com>

Subject: Re: WUS gas powered leaf blower

Matthew,

Thank you for sharing the summary of the Building and Grounds Committee's meeting to give serious consideration of two nascent thoughts about how the WUS could be a more visual leader in its environmental and social action practices by: a) ending any gasoline leaf blower use; and b) using a minority owned firm for our landscaping. Neither the Green Sanctuary Committee nor the Racial Justice sub-Committee of SAOC have met since the ideas were floated, and neither group has before even explicitly considered the ideas let alone endorsed them as something the WUS should pursue. B&G's speed of response is impressive. I will make sure the ideas are discussed in each of these committees before Nov. 15. For these meetings, I will, of course, share your lucid B&G response. I will also share "JUL 1, 2021 Alternatives to Gas-Powered Leaf Blowers by [SUSTAINABLE SUE](https://dengarden.com/landscaping/Gas-Powered-Leaf-Blowers-Now-Illegal) at <https://dengarden.com/landscaping/Gas-Powered-Leaf-Blowers-Now-Illegal>. And I will share the "#9 Facilities" section of the "Draft Self Assessment 2021 based on UUCA Congregational Racial Justice Assessment of June 2021" which includes among best practices: "Facilities maintenance contracts are awarded based on assessment of vendors commitment to ARAOMC (i.e., anti-racism, anti-oppression, and multicultural congregational activity) , extra consideration given to POC (i.e., person of color) owned businesses." <https://docs.google.com/forms/d/e/1FAIpQLSfz5EQlbs1oLq0Dx2erB-Asmnc0svYM8k1IMg8W4Mv775cFWQ/viewform>

Finally, I will make sure there are reports back to you on the results of these meetings, including any related recommendations to B&G and/or the Standing Committee.

Warm regards,

Phil

PS

In these forums, I will personally argue that **figuring out how to make such hard changes for good reasons is what beloved communities must do**. I will be glad that all on B&G are "in agreement that we would like to move to using less gas-powered equipment on our grounds." I will praise Jamie's willingness to do what volunteers can't if we organize a Grounds Clean-up Day(s) in the spring and/or fall, and I will volunteer to help in those volunteer activities regardless of the contractor. I will agree that bags are not the ideal way to transfer any leaves in excess of useful mulch to the transfer station (I prefer tarps!); that extension cords may still make better sense than batteries for blowers; and that no part of the WUS grounds are far from a building wall where an electric outlet could be installed for an extension cord. I will note that in hundreds of US towns the conversion to only electric blowers or raking is already underway and that the area of WUS grounds that are unpaved and untiled is not large in comparison to many suburban homes. I will point out that high decibels of noise and the spreading of particulate matter are also problems with electric blowers, so that even if these are adopted we still need to limit their use when the nursery kids are outside. And finally, I will observe that it sounds like Jamie has many clients, a well deserved great reputation, and is a model employer; so his firm would likely not suffer if the WUS used a minority contractor instead.

Appendix A7

From: 'Philip Coonley' via Building and Grounds Committee <building-and-grounds-committee@winchesteruu.org>

Sent: Saturday, November 20, 2021 9:24 AM

To: WUS Building comm <building@winchesteruu.org>

Cc: Brad Steele <Brad.steele4333@gmail.com>; George & Holly Wood <george4wood@verizon.net>; Rachel Whitehouse <racheljwhitehouse@hotmail.com>

Subject: [WUS B&G] Green groundskeeping/ leaf blowers

All,

Below are the portion of the Draft Green Sanctuary Minutes of 11/14 that discussed "**WUS Gasoline Leaf blower Controversy**":

Matthew Bronski of the Building and Grounds committee (B&G) respoded to Phil's questions about using a "green landscaping" firm (e.g., ending use of gasoline powered equipment for our landscaping) and perhaps one that was also minority owned. B&G is happy to have members of the community rake, and only then use contractor to finish up. B&G sees battery powered blowers as not ready for commercial application, but did not speak to the plug-in blowers' practicality nor to minority owned landscapers. Matthew wrote that "We all are in agreement that we would like to move to using less gas-powered equipment on our grounds. "

*It was recommended that WUS set criteria for hiring contractors based on our core values,(including those promoting social justice and environmental responsibility) as well as traditional ones of service quality and price. Phil says this idea fits with the recommendation of the Racial Justice sub-committee of Social Action and Outreach that met yesterday. **Phil** will search for any model acquisition criteria used by UU churches or other institutions.*

*There was discussion about the difference in homeowner and commercial needs. We discussed the possibility of eventually providing WUS homeowners with contacts for green (and minority owned) goundskeepers. We would like to do more "lead by example" on leaf collection, especailly given our prominent visibility near town center, and the Aberjona river where our water run-off goes. **Sue Doubler** found that Lexington has a list of Green Lawncare provider, but it seems you need to be a resident to access the list. Sue mentoned one "green" company, <https://www.ecoquietlawncare.com> and also info from Newton*

<https://greennewton.org/gn-recommended-lawn-care-provider-info/>

Check them out.

Volunteer leaf raking and disposal at the Transfer Station has occurred the last two Thursdays, and last Saturday. And anothr one today 1:00 - 2:30 pm. Rev. Heachter and more than a dozen congregants (including Matther B. and son Alex) have already helped out at least once. I was impressed that even a battery powered blower like Matthew's could do the leaf blowing where it is most useful compared to raking (i.e. in groundcover and the bottom of bushes with many stems/shoots.)

--

To unsubscribe from this group and stop receiving emails from it, send an email to building-and-grounds-committee+unsubscribe@winchesteruu.org

SAOC Meeting Minutes for December 14, 2021

Meeting started at 7:50 PM

Attendees: Sue Doubler; Patrick Draine (Standing Committee Liaison); Harris Gibson; John Healey (Secretary); Rev. Heather Janules; Gloria Legvold; Claire McNeill (Chair); Patty Shepard (Co-Chair); Deb Walsh

Claire agreed to facilitate and Patty to take the minutes until John arrived.

The minutes of the previous meeting 11/9 were unanimously approved as revised.

Short Reports:

- **Thanksgiving baskets**--Deb gave a brief report on the Thanksgiving Baskets Campaign, emphasizing the wonderful written summary report that Sue had circulated earlier that day via email.
(Sue's report can be seen at the bottom of this document.)

- **Mitten tree**—Gloria reported on the Mitten Tree activities, describing it as a complex process with Lexrap and potentially meeting the needs of 77 people online. Everything is due at the church by 1 PM, Sunday, Dec. 19, at the latest. The team working on this includes: her, Claire, Vicky Coccoluto, and Mary McIntosh. Heather requested Gloria's help in contacting the donors so that they can be included in the Sunday worship service and they agreed to connect about the details of this outside the meeting.

Gloria informed us that there are a lot more families in need this year (70+ people) than previously years.

- Patty reported on recent **Racial Justice Planning Group** activities-
She reports that they are shifting their focus to 8th Principle Discussions, the first of which was on 12/5.

Two more Discussions are planned, after the worship services on 2/6 and 3/6/22.

We had a 90 minute retreat with Heather's direction last week.

Patty, Gloria and Claire have met twice to plan the MLK Service on 1/16/22, which will also be relevant to the 8th principle.

They are also trying hard to reconnect with SC and other committees with mixed results.

They are not scheduling another WWC Workshop until the 8th principle work is farther along. Gloria and Sandy continue to provide educational suggestions most weeks in Highlights.

Gloria spoke about having the author, Kate Clifford Larson, come speak at WUS about her latest book on Fannie Lou Hamer. We discussed whether or not to have her speak by Zoom or have it as a live event.

Claire added that Patty had also updated the racial justice webpage, which now includes a link to an archive of the first year of Building Beloved Community.

It's the one with the butterfly graphic, and the following at the top:

"Racial Justice

How do we live with authenticity and integrity in a society grounded in white supremacy?

We have had a Racial Justice Team Google Group since 2016, which you are welcome to join anytime by contacting us

here: <https://groups.google.com/g/racial-justice-team-at-wus/about>

Please know that we come from and bring many perspectives and experiences on this journey together.

Let us know how you would like to be involved!

Unitarian Universalist Association Affinity Groups for BIPOC (Black, Indegenous and other People of Color) Congregants:

[BLUU \(Black Lives of UU Organizing Collective\)](#)

[DRUUM \(Diverse & Revolutionary UU Multicultural Ministries\)"](#)

- **Share the Plate:** Last month we approved 2 groups for Share the Plate:

1. [Interfaith Power and Light](#) and

2. [Daniel's Table](#).

We discussed John's proposal to add the organization Declaration for American Democracy as a Share the Plate recipient.

Patty read the top-level description of it at [Declaration for American Democracy](#). After a brief discussion, this was unanimously approved.

Date for David Blais of Daniel's Table to preach—Feb. 20th

3. John agreed to take on the role of updating the spreadsheet for Share the Plate going forward. Heather will send the google doc again, although it's not up to date.

Claire suggested that we TABLE the Old Business, unless there is a deadline.

- What events could we create for larger community?
- Process for endorsing the current MA Indigenous Legislative Agenda

NEW BUSINESS:

1. **Ujima**—We had agreed to watch a presentation by Ujima this evening, from 6:00 – 7:30 p.m.

We each gave our reaction to having watched this Ujima Webinar.

Most people had a positive reaction to it as being informative.

Claire thinks that they're not really asking for investors at this point.

Patty points out that we can learn more about Ujima on YouTube, and get on their email list; it's very informative.

The Concord congregation got involved with them early on.

2. **Music committee considering “splitting” the January concert proceeds with ABC House.**

- The head of the Music Committee had asked Claire if that would be OK.
- Claire noted that this was more complex question that it had first appeared. We should consider how this relates to our grants process. How does that fit with our goals? Would this be disproportionate to what we give other groups? She will look up amounts of past grants. This seemed to be a new thing. Does split mean half?
- Heather said that when the pandemic happened, and the concerts were done by Zoom they decided to make it more appealing by donating part of the money to charities.
- Other comments: Do people who sponsor the concert expect their donation to be split? Will this indirectly reduce the amount of money which SAOC can give as grants, by reducing the amount of concert proceeds to the church?
- The process of deciding is as important as what we decide—try to understand the intention.
- Patrick offered to pose this question to the Standing Committee.
- This is a bigger question about policies but may need more thought before it's brought to the standing committee.
- Claire will send email to Dirk Stryker to express our concerns with him and ask Gordy what he knows.

Note: Another use of “new” money: UU Urban Ministry has asked for financial support for one of their monthly conversations by paying the \$1500 fee for the speaker and other costs.

Next meeting January 11, 2022

Thanksgiving Basket Project 2020

Procedure Summary

Due to the pandemic, we provided two ways of contributing:

- 1) Self Shop—a box was provided for each basket. Shoppers picked up their box at Claire's house. They did their own shopping, and brought the basket to the church.
- 2) Purchase a basket from Stop and Shop. People signed up (via email) to purchase a basket from Stop and Shop. Cost of food + gift certificate was \$70 (price determined by S&S.) Those purchasing a basket sent a check to WUS made out to Stop and Shop with "Thanksgiving Basket" written in the memo line. WUS office had a list of those purchasing baskets and maintained a record as checks were received. Reminders were sent as the deadline neared. (We left a week for mail delivery between due date for checks and delivery of checks to S&S.) Boxes were provided for Stop and Shop. Checks were given to Stop and Shop, and the store made the baskets and gift cards. (Allowed about one week for baskets to be made.) Gift Cards were kept separate from the boxes.
- 3) Boxes were purchased from Staples. 16x16x12 sized box seemed to work well. Non-profit certificate for WUS used.
- 4) We delivered all boxes to the Council on the date agreed upon by with the Council. First boxes from the church were collected and then from Stop and Shop. This required about 1.5 to 2 hours and many volunteer drivers.
- 5) "Thank yous" were sent to donors and to the Stop and Shop manager.
- 6) The Council provided an electronic donation letter. The donation amount was \$70, the cost for most donors. Donation amount was modified for those contributing more than one basket and for one donor who contributed gift cards rather than a basket.

Marketing & Communications Team Meeting Minutes 1.7.2022

Present: Marilyn Mullane, Fritzie Nace , Kristine Kamikawa, Thomas Slack, Church Administrator

Minutes by Thomas

1. James/Search team posted job description for new Administrator position

Thought the job description would have been run by the Marketing Team

SC felt like they were under a time crunch to get it out there to attract folks

Marketing Team chose not to be on the search team

Lots of debate around what the new responsibilities will be for new Admin. Fritzie suggested that Marilyn and Kristine review the PD in case it needs to be re-issued.

2. Thomas spoke with Phil about potential updates to website for Green Sanctuary
3. Thomas needs to send Marketing Team the Peter Bowden videos
4. Marketing Team needs to work with other committees to get their materials/information on the website
 - Not definite there will be an outside speaker for Earth Day however Green Sanctuary is meeting this Sunday to discuss.
5. Perhaps send out a postcard similar to Crawford for the Earth Day service
 - Where to ask about a postcard? Marilyn will start off with the Post Office, and then reach out to Crawford to ask questions, if needed.
 - Marilyn has a Crawford contact with an interfaith group linked to the Sanctuary
 - Kristine will do the design for the postcard, should we price out cost for various numbers
 - Where will we find the mailing list? Starting with the Post Office
6. Fritzie recommended that the Marketing Team consider requesting money for a budget (for social media, banners, etc)
7. Thomas needs to contact Sophia (Membership) about replacing the tattered "Compassion is the Answer" banner and seeing what their plans are for future banners
 - Special Election coming up on January 25th regarding a regional Vocational school, Marilyn to speak with Sophia (membership) regarding putting up the "Vote Your Values" banner and to get the banner inventory from Robin.
 - Discussion around which banners should go out Vote vs. Music banner
 - Kristine will reach out to Music Committee to see if they need a banner for Jazz concert
8. Team working on populating spreadsheet for schedule of Marketing tasks throughout the year
 - Added when certain banners should go up
 - Reviewed the spreadsheet tabs – overview calendar, social media detail, traditional media, banners, email blast (all-church emails) detail
 - This spreadsheet will function as a great tool for the marketing person/marketing team, so they can reach out to certain people and committees to cover special events and services

- Fritzie will add this spreadsheet to Google Drive for the Marketing Team to share access and make updates to the document; team was asked to review template and provide feedback next time we meet.
9. Thomas will follow up with Building Committee regarding articles on church building upgrades / can we get a specific date for their article? Should it go in Highlights or Mystic Messenger or both? It should be noted that Mystic Messenger has a 50% open rate and Highlights 30 - 50 %. Both have a low click rate within each document.
 10. Marilyn asked Raym if he would be willing to give a guided tour of the building and stained glass windows, he is interested in this. Perhaps making it a Town Day event?
 11. Solstice Service – applaud Fritzie for pulling a Facebook post together and make it happen.
 - What happened?/Lessons learned – shared to residents page and neighborhood page on Facebook, when it was shared or liked or commented on it gives it more attention
 - Thomas and Rev. Heather figured out why he hadn't been able to post on the public-facing WUS FB page. In the future, a post can be made on this page for events etc., then shared to other FB pages - ie. Winchester Residents, our personal feeds etc. These can also get "boosted" (at a cost), but will be seen by a much wider audience.
 - Good thing about the template is that it can be re-used next year and help us to start earlier
 - People like to Carol – advertise more and start it earlier in the month/year
 - Were any pictures taken? We are not sure if any pictures were taken – but pictures are critical!
 12. Marketing Team needs to reach out to Committee Chairs for help to populate marketing spreadsheet
 - Kristine will reach out to Committee Chairs to ask about events they have coming up
 - What type of marketing/communications do you need and for what events? Will they need an email blast?
 - Letting people know about the Marketing Team's availability and interest to increase what gets sent out to the church community and the community at large
 13. It might be helpful to have Sam show us how he works with social media and invite him to a future meeting
 14. Thomas to invite Carolyn Schatz to an upcoming Marketing/Communication meeting as a consultant. She has professional media experience.
 15. Thomas to request marketing materials from CB Beal (CC the Marketing/Communication Team) so we can promote their Feb. 27th Sunday worship service beyond our congregation. Share with OWL and WUSYG families as well.
 16. There is also a guest speaker on Feb. 20th from Daniel's Table, David Blais, who may have marketing materials for us to use
 17. Marilyn is working with WBUR about a WUS/UUA regional advertisement – looking to get cost information and go from there

18. Kristine to complete her action items from our December 3rd meeting.

19. Next meeting date – will decide after contacting Carolyn Schatz regarding her availability

January 28 to February 3? Thursday the 3rd, during the day or at night? Monday the 31st or
Friday the 28th