# **TABLE OF CONTENTS**

# September-December Meeting Minutes

1.	Standing Committee Meeting Minutes – 11.17.2021	2
2.	Executive Committee Meeting Minutes – 12.08.2021	9
3.	Marketing & Communications Meeting Minutes – 09.07.2021	14
4.	Membership Committee Meeting Minutes – 10.21.2021	16
5.	Marketing & Communications Meeting Minutes – 10.28.2021	22
6.	Social Action and Outreach Committee Meeting Minutes – 11.09.2021	23
7.	Green Sanctuary Committee Meeting Minutes – 11.14.2021	28
8.	Music Committee Meeting Minutes – 12.01.2021	31
9.	Marketing & Communications Meeting Minutes – 12.03.2021	32
10	. Personnel Committee Meeting Minutes – 12.09.2021	34

**WUS Standing Committee Meeting Minutes** 

Wednesday, November 17, 2021 7:15pm via Zoom

**Present:** Fritzie Nace, Gordy McIntosh, Brad Steele, Terrill Levering, Rev. Heather Janules, Patrick Draine, Robbie Brown, "Woody" Wood, Terry Currier, Vicky Coccoluto, Ivan Correia, Marcy Thompson

**Winchester Unitarian Society Standing Committee** 

Agenda for November 17, 2021 &:15pm – 9:00pm– via Zoom

- I. Chalice Lighting and Opening Words Terrill
- II. Check in: What are you grateful for today? 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

Fritzie: Motion to accept all 3 items on Consent Agenda

Patrick - second

Discussion: The treasurer report balance sheet says "Balance as of August 31, 2022" - should read Oct 31st, 2021. Brad will check on this

Fritzie notes that per John Kramer's report the concert series was an ideal way to fulfil one of our goals - to focus on fundraising where the funds are coming from outside the congregation

Vote: All in favor, passes

- IV. WUSYG Service trip proposal SC approval needed (Sam Wilson, DYM/ICRE to present) 7:30 7:45pm
  - i. Status of War, WV as destination- parent meeting is 11/21/21.
  - ii. Possible alternatives establish before Heather goes on sabbatical.

Sam Wilson presents - basically the service trip is the same trip they were planning to do last year, which is the same trip they did 4-5 years ago. When they did this in the past, the youth found it very impactful as they were able to see such poverty conditions in their own country. This trip gives the volunteers the opportunity to interact directly with the people they are serving.

Covid #s - West Virginia has the highest rates of unvaccinated in the country, but all staff in the organization (and the building they are staying in) are vaxed. All of the youth are vaccinated and chaperones will be required to be as well. Most of the work is outside. The organization has been operating since Covid and Sam knows a group that went in Summer 2020.

Volunteers: Rufus - yes. Don Foote - maybe. Sophia - maybe. Hailey - maybe. Angela McIntosh - strong possibility. Ryan Levering - maybe. Steve Forcucci - maybe.

Sam anticipating about 20 youth. WUSYG has a regular attendance of about 15/week with 18 total engaged. Opening up the trip to recently graduated youth, but they may have conflicts with college, etc.

Marcy moves to approve trip

Gordy seconds

Discussion:

Question about \$\$ - Sam has a fundraising goal of \$6000 for the trip. The Fall Fest raised \$1200, which is less than his very ambitious goal. He may add a 4th fundraiser. The teens are coming up with ideas. There is also \$13,000 in the bank account that they could tap if they need to.

Backup Plans - Will be shared with the youth and parents at the meeting this week. Plan to stay local and go to different sites around here that deal with Food Justice issues. Possibility to have overnight at the church, depends on Covid #s. If even that is deemed too risky, they could do a "Young Activist Camp" which focuses on 3 different issues over 3 days - onsite, outdoors.

Vote: All in favor - passes

# V. DRE Search update – Fritzie/Exec Comm/Sam 7:45-8:10 pm

Sam put forth 3 proposals for going forward with next year's RE program and discerning the DRE position.

- 1) We retry for an interim/ permanent ¾ time DRE using a similar job description to last summer. Sam either goes back to 30hrs, working only with WUSYG or stays full time and coordinates middle school programming
- 2) We keep doing what we are doing for one more year, allowing time for more discernment about where we want RE to go in the future. Sam stays as RE coordinator
- 3) Hire Sam as the full time "DRE" and hire a half-time Children's Coordinator who oversees K-6 or K-8. Sam would also potentially oversee some of the middle school programming.

Number 1 may not be feasible - not sure what will happen after Covid. We need to provide programming for multiple ages but there aren't many kids. Want potential for growth, but not an "empty" program in the meantime. It's the "safest" option, as it's traditional - but that hasn't been working. Do we keep trying what hasn't worked.

Number 2 would allow us to do more intentional visioning but Sam would not have time to do the intentional interim work while also having current responsibilities.

Number 3 may bring in better candidates - opens it up to a teacher or parent looking for part time work. Could focus more on someone who is enthusiastic and child-centered with less of the need for a "books person". Could give Sam support with a GIRE consultant - he is still figuring things out. Would want more intentional professional development around K-6 programming.

Question - Based on the size of the congregation, what is the recommended FTE around youth/ children? WUS RE enrollment is around 9 currently, wil 7 regularly attending and another 2 who will come once vaccinated. There are 16 in OWL and 15-20 WUSYG, both of which are very large and more active programs than surrounding congregations. WUS has

invested more in RE overall but not every congregation has such a strong and active youth group and OWL program. Historically there has been strong institutional investment and pride in OWL and WUSYG but not so much the RE program. With Rebecca we were way overstaffed with RE and middle school

Families want something they can count on to support kids. Reliable quality programming. We need to make sure not to put Sam in such a position that there is no emergency backup (He or family member is sick and needs time off, etc)

We need to shore up the middle school program. With plan C the RE coordinator could do K-8 and Sam could do 6-12 with overlap in the middle school years.

Need enthusiastic creative person for K-8. Parent volunteers are not sustainable. RE coordinator could help with marketing/ draw in new families. Would help to know the local area and have a pulse on the community. (Also integrating marketing into new Admin position.)

The programs most popular are WUSYG, OWL. Not necessarily religious but still are based on our UU values. Families may not see the value in coming to church if they don't value organized religion, but may focus on faith, values. Need to think about what makes our congregation different from social justice/ environmental activism groups, what it can bring to families.

We are still in a transition time (both with Covid and with lower religious attendance by families) - May need to let go of some past things and do things in a new way. Could reevaluate if the program grows.

Recommendation for Sam's proposal #3 but generally need to flesh out the idea more, come up with specifics. SC should present a job description to the search cte to run with.

Fritzie can meet with Sam, Heather, Terrill to come up with job description - work with RE committee and any current RE parents.

# VI. Thomas' notice of coming resignation, proposed job description reconfigurations; Search team and plan – Brad and Heather 8:10 – 8:25 pm

Brad, Heather and Thomas met yesterday. Need to try to figure out what Thomas actually does. Came up with 3 areas

- Communications (website, email, constant contact)
- Financial (payroll, pledges, Breeze electronic donations, support/backup for Jenny
- Building (maintenance, interaction with renters/ tenants/ committees, scheduling)

Thomas is likely leaving the end of the year, but could be another month or two. Hiring during the holidays may be difficult. Need to be sure we can function if he leaves before we can hire replacement. Unlikely he will be able to train his replacement so he has been filling in the "Book of Everything" with instructions on how to run things.

Jenny would like more hours - considering adding marketing to Thomas' position and shifting some things from the admin role to Jenny. She can manage the calendar, building rental. Jenny has done Highlights in the past so could take that over again. The new admin would then supervise Jenny and the sextons, do communications, website, possibly highlights, building stuff, administrative support for membership, marketing. They could provide a presence on Sunday mornings.

Would add 12 hours to Jenny's position and keep the admin position at full time to account for the marketing/ membership piece. Brad, Heather an Jenny will meet and figure out how to divide tasks.

Search cte - Heather will reach out after this meeting to the past search cte (Judy Murray, Sue Kiewra, Kristine K.) If there are interviews during Heather's sabbatical, she would come in to interview.

# VII. Heather Sabbatical planning update – Gordy and Heather 8:25 – 8:30pm

Search cte has 1 candidate - they are interviewing on Saturday. UUA transitions director says there are 20 open minister positions right now vs the normal 2 (so we hope this one candidate works out) No backup plan!

- VIII. Review Goals from Retreat and next steps with committees Fritzie 8:30 8:35 pm
  - IX. Heather's 2020 Review and Goals Update on plan to postpone until beginning of church year 2022-23. 8:35 -8:40 pm
  - X. CoSM (Committee on Shared Ministry) next steps/purpose: read David Pyle article shared by Heather and be prepared to discuss on Dec. 15<sup>th</sup> 8:45 8:50pm

CoSM disbanded - Heather would like to reevaluate. Please read the article she sent on the purposes of CoSM and be prepared to discuss at the next SC meeting

XI. Exec. Committee recommendation to postpone Congregational Survey until after Heather's sabbatical. Spring '22 or Fall '22? 8:50 -8:55pm

Will postpone until after Heather's sabbatical. Have time to get back to normal after the pandemic and avoid any problems of conducting a survey when the minister is not there.

- XII. PPTF and MaxSold Auction updates Fritzie 8:55 8:57pm
  - i. HVAC updates and procedures by room on website
  - ii. PPTF liaisons to committees/groups
  - iii. Max Sold Update- Auction in process on line until

Liaisons from PPTF are now avail to committees/ groups - they divided up so each group has a contact person. Chuck Khuen reviewed updates to HVAC - listed on the website under pandemic planning. CO2 sensors have been installed in rooms and data is recorded for viewing. CO2 sensors in Metcalf will turn on the air exchange system if Co2 is above 800ppm (so it is like outside air) The sanctuary is similar - vents to the outside. CO2 sensors will open the ducts to draw in fresh air if needed. Wallace and OWL are also monitored.

#### II. New Business:

Fritzie is over-committed for Sunday - cutting pie and also ushering. Ivan agrees to take over ushering duties.

# III. Gratitudes and Appreciations:

- i. **OWL teachers** (Karen C., Ryan L., Sophia S., Sarah M. Patrick will send gratitude)
- ii. Rachel Whitehouse WUSYG Retreat host and MaxSold Brad
- iii. John Kramer and Music Committee great first concert! Woody
- iv. Michaela Hathaway (daughter of Scott Hathaway and Kate Frotten Brad

#### Also:

- Pastoral Care Resources team for bricks/ walk (Robbie)
- Naomi (Marcy)
- Brenda Wells for amazing Fall Fest Spread (Vicky)
- IV. Next Meeting Weds December 15<sup>th</sup> 7:15pm
- V. Motion to Adjourn

#### **Executive Committee Meeting Minutes for December 8, 2021**

(via Zoom 7:15pm)

Present: Fritzie, Rev. Heather, Fritzie, Gordy, Terrill, Brad, Thomas

# WUS Exec Committee Agenda -12/8/2021 7:15pm on Zoom

- 1. Chalice Lighting w/ opening words Gordy
- 2. Check in
- 3. Questions on Treasurer's Report from last month
  - a. Looks like electricity use up 250% over FY21. How about compared to fall or FY20 and previous years?

It's hard to compare FY21 because of COVID the building use was very different. There was a 50% drop in use in 2020. Also, we switched to Winpower100 which will increase costs, but also locks in the rate for 3 years. Despite rising energy costs, they will not raise rates

b. phone/internet also up nearly 50% - why? Streaming costs? Streaming interns? Internet upgrade?

Phone/ internet rates were stable over 5-6 years but did increase last year. We switched to a new internet plan this summer which Thomas reports is much improved.

c. WCNS rent hadn't been paid as of last month?

WCNS pays rent twice a year - has since been paid

4. Sabbatical minister candidate – Gordy/Heather: review candidate, SC email vote or vote on 12/15? Heather would like to start training on 12/15

Based on references, we need to provide Hank with clarity on expectations/ needs. Heather is making checklists, templates. We need to be clear not to use him as an administrator if we have a gap after Thomas leaves but before new person starts.

How can we ensure Sam has the support he needs? Sam needs to be clear with Hank about what he needs from them (ie: I'd like to meet twice a month, etc)

Gordy, Martin and Carol will work as Hank's support team during the sabbatical

Exec cte will recommend Hank Peirce as sabbatical minister to the SC. Fritzie will ask SC to vote by email by Friday morning so he can start training 12/15.

# 5. Building updates -

a. Bathroom project status -Thomas

Project is underway - the ramp is blocked off now, framing going up. Chuck Khuen is in regularly to check on progress.

b. Status of Temple Shir Tikva rental? - Thomas

Not renting - did not wind up needing the space

 Landscaping contract change – Brad: status – is a contract written? What is included? – snow removal?, review of Green Sanctuary recommendations; opportunity for WUS to implement sustainability policies

Julie's plan was to switch to Extreme Landscaping in the Spring but will stay with the current company for Winter/ snow removal. Not sure if Extreme does snow removal but will match the current price we are paying Strong for landscaping. No contractual commitment right now. The building cte is open to other companies if people are aware of them (and they fit our values for diversity/ environmental) but are not going to do a full bid process. Building cte does NOT need to bring proposal for new landscaping company to SC unless they feel it necessary

6. 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 -
- 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.)

DRE search ironed out more detail for new ½ time person for Pre-K through 5th grade. Fritzie is putting together a job description. Sam will be the director/ supervise this person. He would like to speak with the consultant around figuring out the middle school programming, which has been a struggle.

Adult learning should focus on adult spirituality, UU Values - things not available otherwise. Maybe include a question in the congregational survey about adult programming. Allow congregation members to introduce programming - Heather will assist as a consultant to think through the idea, plan (as when Matthew did program.)

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

Heather has a rough draft of admin job description

Thomas wants to be sure Jenny's needs are being considered. Heather spoke with Jenny - she is ok managing the calendar and building use. Highlights will go to the new person but Jenny could cover if there is a gap, as she has done it in the past.

Need to convene a group of volunteers to cover the office/ fill in Thomas' tasks so it doesn't all fall to Jenny. Mikayla Hathaway has been volunteering as Sunday secretary could possibly hire part time to answer phones, do more basic tasks in the office temporarily. Offer to others in the congregation.

- VI. Heather Sabbatical planning update (review candidate w/references) Clarify that Search team will act as CoSM for sabbatical minister. Gordy and Heather 8:25 8:30pm
- VII. CoSM (Committee on Shared Ministry) next steps/purpose: read David Pyle article shared by Heather
  What do we want in a CoSM?
- 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
  - X. MaxSold Auction total \_\_\_\_ Fritzie

This info is in highlights, don't need to mention

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

Can also skip - in Highlights. Can include this info in consent agenda. PPTF uses a metric that looks at a combination of factors including vaccines, case numbers, hospitalization. Currently we are Low Risk because of high vaccination rate.

# XII. Exec Comm Mtg – Thomas Building update

Thomas does not need to attend SC meeting

- I. Bathroom project
- II. Temple Shir Tikva rental status??
- III. Landscaping contract status Brad
- IV. New Business:
  - I. Growth and Learning Committee

- V. Gratitudes and Appreciations:
  - i. Margaret Lowry Helping with RE by doing gardening activities.
  - ii. Sue Doubler and Deb Walsh-For their work on the Thanksgiving Baskets-A record 73 baskets
- VI. Next Meeting Weds Jan 19<sup>th</sup> 7:15pm
- VII. Motion to Adjourn
- XIII. Heather's 2020 Review and Goals Update on plan to postpone until beginning of church year 2022-23. (April?) Delete this

#### 7. New Business for Exec. Comm

Question about whether Hank would be responsible for submitting reports to Exec/ SC cte. Will give brief report. Jenny can come up with attendance numbers for in person and Heather will teach her how to do the livestream as well (to eliminate duplicates)

Hank will be expected to come to either the Exec or SC meeting, but not both.

# 8. Next Exec Comm meeting January 12th, 2022 7:15pm

Terrill cannot attend but will be at SC the following week.

# 9. Motion to Adjourn

# Marketing Minutes September 7, 2021 Parlor

Attendees: Lead Thomas Slack, Kristine Kamikawa, Fritzie Nace, Marilyn Mullane (note taker)

Before reviewing Rev. Heather's notes from our first meeting, Fritzie brought us up to date on recent developments, namely:

- Town Day was secured.
- The press release for the new WUS terrace and landscaping will be published; Fritzie's final edits were approved by the group.

Observations from the summer, namely:

- Thomas experimented with Mail Chimp, mailing list is in Breeze which means the Mail Chimp directory is easily updated.
- Thomas was not able to use a Table of Contents in Highlights because it is seen as Spam. He can link to external websites.
- Marilyn noted the positive of WUS endorsing Winchester's housing development and voting yes on the referendum question. While she would like WUS to be bold and not shy away from taking positions that speak to our values, it was also noted that there needs to be balanced between what the whole congregation needs to vote on as well.
- She also pointed out the effective use of Highlights to promote Isidro's school needs and a fundraising goal of \$900. Thomas first put out an e-mail blast for the "ask" and reported progress afterwards in Highlights. The first Highlight followed Worship Info, Joys and Sorrows and was first under Congregational News. Since summer, Highlights were every other week. For the second Highlight, it again followed Worship Info, Joys and Sorrows and was part of Congregational news. This time, four Highlights preceded it ranging from the Treasurer's Report to Self Care. Marilyn would have preferred that it followed the Treasurer's Report for two reasons one, so that folks would see it and two, we exceeded our goal and this was thanks to a first time congregation-wide ask. Thomas explained why it appeared where it did.
- Thomas pointed out that a stand alone e-mail was also used for RE. And, one can directly contact RE and WUSYG.
- Other thoughts that are being considered...should Worship Info be it's own separate communication on Friday? Or, now that we are back in person (and virtual), does it need to be a separate communication? If we stay with Friday Worship Info, should the Highlights be earlier in the week. Should revisit.
- Could we make better use of Mystic Messenger? Fritzie pointed out that it was really spiritual and only quarterly.
- Our website includes a calendar on its Event page. OWL orientation was given as an example and Highlights can then link to the calendar on the website.
- Trivia could be something like Who is this masked individual? Or, are folks sick of Covid and masks?

- More member contributions would be appreciated, such as Committee Chairs, Letters to the Editor (not just the minister or SC Chair but Social Justice or Racial Justice teams, etc.).
- How can we publicize Wondering Wednesday as FB post?
- Need photo's of all our events; but, have to check that we have permission to use!
- Should we solicit high school interns to help?
- Highlights, website priority and then strengthen social media, including FB, Twitter and Instagram.

Assignment from Previous Meeting was to provide top three "low hanging fruit" from the Marketing Study. Marilyn's were the following (she noted that many recommendations were already pursued), especially by the Membership Committee:

- OWL promotion. Done. OWL was promoted over Patch. We now have eighteen registered and six on a wait list! And, we started the year with only four from our congregation and possibly collaborating with another church in the area.
- Prominent speaker for Sunday service that we can market, like United for a Fair Economy.
- Social Justice witnessing which speaks to our values, that again we can promote via website and social media.

#### Action Items:

- Thomas to research professional review of our website. Budget: \$300. Thomas also offered us monies from his discretionary account.
- Fritzie to pursue Sunday speaker with Heather while she is on her sabbatical. The group agreed that that climate change was the most pressing issue and it wouldn't necessarily need to happen while she was away. We would need to consider the speaker's schedule.
- Marilyn to contact the UUA about a denomination ad on WBUR or WGBH.
- Kristine will make sure that WUSYG events are publicized. She will also share the logo of the chalice that she designed and that should be used on all marketing materials.
- Thomas to nail down contact info for Winchester Star, Woburn Times Chronicle, Stoneham?
- As part of this year's Committee Chair meeting in November, all Committees will be asked to come prepared with an event or program that will engage our congregation, or bring new people in, or do both that we can market and put on our Events Calendar.

Next Meeting - October 13th in the afternoon

# Winchester Unitarian Society Membership Committee Meeting Minutes

# Thursday, October 21, 2021 7:00 p.m. Location: Parlor (in-person attendees) and via Zoom

**Attendees:** Sheila Rudolph Correia, Deb Eiler (3<sup>rd</sup>), Liz Lintz, Sophia Sid (Co-Chair), Susan Woodward, Robin Wolf (Co-Chair), Rev. Heather Janules, and Gordy McIntosh (SC liaison)

#### I. Introduction

The meeting began with a chalice lighting and reading, *For our community gathered here*, by <u>Jane E. Mauldin</u>. The committee approved the minutes of the September 16, 2021 meeting.

# II. Debrief of events and projects since our last meeting

#### A. Town Day

Sophia commented that people really came together to establish a positive presence for WUS at Town Day, and our committee "rocked it". Sophia thanked all who participated and acknowledged everyone's care and investment in creating community. Heather expressed that there was a lot of good will. She is not sure we got specific signups from anyone in the community, but it was a really lovely day.

For next year, Barbara Wells Crowley suggested we offer pet blessings and dog treats. The group expressed enthusiastic approbation of this idea. Fritzie noted to Sophia that there were a few people asking where the chili dogs were. We will keep that in mind as a possibility for next year.

#### B. Bring a Friend Sunday

Bring a Friend Sunday was last Sunday. Sophia thanked Robin for pulling together the blurb for *Highlights*. As far as we can tell, we did not have any new faces at church. Heather indicated that it is tricky with livestreaming in that we can see the locations of people logging in, but we don't know who they are. We have some regular logins from Myrtle Beach, SC, Danbury, CT, and Wakefield, MA, for instance, and to not know the identity of the attendees. Heather does not know of any way to track this.

The committee asked questions about what data is available. Heather showed us a report with IP addresses, city, state, postal code, and similar data. This is interesting to see but not particularly helpful in figuring out who people are. Heather mentioned that we have two logins from Beverly, MA with two different IP addresses. One has logged in 8 times and the other 9 times.

Sophia asked if the virtual coffee hour has happened. Heather commented that it has been happening but not well. Two weeks ago, Heather was serving as Worship Associate, and someone else set it up outside with the mike on. This defeated the purpose, as virtual attendees could not hear anything. This past week, Heather forgot to enable unmuting, so the participants couldn't talk.

Sophia asked if there is someone who streams regularly whom we could tap to monitor virtual coffee hour and be able to "chat up" whomever is in attendance. Heather noted that someone needs to open the Zoom room or check

to confirm it is open, because if you have a room open with no one talking, it eventually will time out. Before Heather goes to the terrace, she has been opening the Zoom room, which is difficult to manage because she needs to get outside to greet in-person attendees. Heather noted that this could even be done offsite. Liz volunteered to open the Zoom room next Sunday.

#### C. Gift Bags

Deb raised the topic of newcomer gift bags. She noted that they are inconsistent in what they contain. For instance, some of them have candles and some do not. Sophia pointed out that the pew cards in the bags say we are having virtual worship. They need to be updated to say we have a hybrid model with in-person worship and livestreaming. The cards should provide information about how to livestream and explain virtual coffee hour. They should have a blank card so we can include personalized notes for visitors when we distribute the bags. Deb noted that she has reclaimed our old bags from the Winchester Chamber of Commerce and would like to get them updated and back out.

Shelia offered to update the message on the pew cards and asked what needs to be done. Sophia walked her through the details and said she would send Sheila the template. Sophia asked about the WUS notecards with the stained glass window vignettes for notes to include with the bags. Heather indicated that we have a supply of these in the office.

Deb will make a few drop offs when the bags are complete.

#### D. Widening the Circle - Workshop on Governance - October 19

Heather helped lead this workshop with the Racial Justice Task Force. The focus was on governance. Heather will forward notes to the committee.

# III. Current New Member Prospects: Outreach & other ways of engagement? What is the process of engaging each or for asking them to join?

# A. Potential Event

In the past, WUS used to have a series of three classes for newcomers/member prospects, but that seems challenging in the current environment. We discussed whether this is something we should try to do over Zoom. Robin expressed her feeling that her in-person, face-to-face contact in the classes was such a big part of getting connected. She is not sure Zoom is good for this.

Discussing specific prospects, it was observed that Christine and Jeff probably don't need classes, as they attended the Waltham UU. Sophia is optimistic they will sign the book. She commented that Marilyn hosted them for breakfast, and they have been focused on how they can get more involved.

Heather is concerned about people coming to us and then "getting lost in space." In normal circumstances, there would be Circle Dinners and other activities to connect them. Can we get some membership folks and friendly long-time members and friends like Donna Reed and Deb Walsh involved in activities for newcomers?

Heather cited Jen Haefeli as an example of someone whom she would like to engage more deeply. Jen comes to We Believe in DOG, and her daughter is in OWL. She would be more active but for the fact that her family is adamantly not interested. Lee Kille was also noted as someone with whom it would be good to reconnect. The trick would be finding a time that works for all and making sure we have appropriate child care if needed. Perhaps we could have a conversation in the parlor with masks to get connected and explore what can we do for each person, and then go for a walk in the tradition of We Believe in Dog. Heather explained that We Believe in Dog starts at 10 a.m. and usually wraps up at 11. Perhaps we could start this event at a similar time with a walk and invite people to father back at WUS for conversation. This could be an hour-long check in, get to know you, find out what questions people have. Sheila indicated that she thinks it is a good idea to gather with a few people to create a greater sense of welcome and connection. She would be interested in this kind of activity if she were new.

The group discussed inviting our prospects to the next We Believe in Dog on October 31 with conversation to follow. Susan asked about the potential invitees. Sophia suggested this would be our current new prospect list (Brett Mulder, Christine Yamie, Jeff Kostan, Jeff Bramhall and John Grebe) plus Jen Haefeli and Lee Kille.

#### **B.** Discussion of Current New Member Prospects

The committee discussed various new member prospects. Sophia suggested that committee members keep the same assignments they took at our last meeting. The minutes of our September 16, 2021 meeting have further details about many of these visitors.

- 1. **Jeff Bramhall** came to worship two weeks ago. He went to the service at which CB Beal spoke. Jeff believes he met CB before.
- 2. **Brett Mulder** seems very engaged and has come to worship a few times. His wife's name is Luna. She came two Sundays ago when there was not a conflict with the Nepalese language class in which their children are enrolled.
- 3. **John Grebe** has a daughter. Sheila spoke to him on Zoom recently. She thinks he's very interested in WUS and RE. Sophia thinks he will be up for a walk but not an indoor activity. We can email him to invite him to the walk.
- 4. Susan will reach out to **Jacob Mulberry** and **Pamela Kuechenmeister**. Susan asked what she should say. Sophia suggested we draft a general invitation to the walk and conversation that we can send to people. Sophia will draft a template invitation.
- 5. Robin reached out to **Cosette van Paassen** and **Julie Wanko** and let them each know we are back in person. She invited them to reach out with any questions. Robin will reach out to them again.
- 6. Samantha Powers-Narvila is on Susan's list for outreach.
- 7. Deb commented that **Martin Miller & Mary Winn** live at 195 Cambridge, which is under construction—there was no one there when she stopped by to drop off a gift bag. Deb reached out to them via email.
- 8. Deb left a gift bag for **Tanya Teslovich** and reached out via email. She has not heard back yet.

- 9. Deb reached out to **Jeff Herzog** and his partner **Kate Kamm** by email and also may drop off a bag. Robin offered to do this. Deb noted she is feeling more uncomfortable about the bag now that she realizes that the pew cards are out of date.
- 10. **Jen Haefeli** started coming before the pandemic and should be on our list. Sophia will reach out to her given that Sophia is teaching OWL and Jen's daughter is in the class.
- 11. Sophia also offered to reach out to Lee Kille. She believes she has his email.
- 12. Heather thinks we should have **Karen Boukaris** and her daughter and **Meera Boukaris** on our list. Meera is loosely connected to RE.
- 13. We discussed **Ruxandra Carp**, who is local psychiatrist. We should invite Ruxandra and her mother, **Teodora** to the walk and conversation. Both are natives of Romania.
- 14. Sophia will reach out to **D** Andrews.
- 15. Sophia also may reach out to the Li/Yuan family.

# IV. In person and virtual experiences; Usher/Greeter training

We discussed whether the congregation would be moving toward electronic sign-up for in-person worship. Heather indicated that we have been doing this for memorial services because it is hard to quantify how many people will come. So far, attendance at in-person Sunday worship has not reached our COVID occupancy limits, so we have not had the need for electronic sign-up.

The committee moved on to discuss coffee hour and how long it can be held outside with the increasingly cold weather. Heather commented that this has been a topic of discussion in meetings with the Pandemic Planning Task Force and program staff. As we were reminded this past Sunday, it is cold sometimes, and there is wind. After worship, people may be invited to go to Metcalf. It is a larger space with an air ventilation system. Currently, it is not planned to have food or drink in Metcalf. We also are in the process of procuring a tent so people could have refreshments outside and be protected from the elements. There has been quite a bit of discussion about this, and Heather humorously noted that she does not think we will have a theological schism at WUS, but whether or not we have tent might divide the church! Assuming there is no rain this Sunday, we will be back on the terrace.

Regarding usher/greeter recruitment, Sophia expressed that it is not always easy to get four people. Fortunately, former Membership Committee members Phil Coonley, Marilyn Mullane, and Donna Reed are happy to step in when we need help. Deb confirmed she will recruit volunteers for November and confirmed that we seek to have two ushers and two greeters each week. She will reach out to committees to try to staff each Sunday in November.

With regard to usher/greeter training, Heather commented that people may feel overwhelmed or unsure of what it means to serve in this capacity, and it may feel like a heavy burden at this time in which the

ushers/greeters must perform a screening function without which we can't meet because of COVID protocols. Given the situation, Sophia indicated that she purposefully picked out people who have already served as ushers/greeters. She commented that it is hard to ask choir members because the anthem runthrough is when ushers/greeters need to be at the doors. We have about 45 people coming regularly, which is a relatively small pool of potential volunteers. Maybe if we email this group, we will get a few more volunteers. Sophia is not sure whether offering training will make people more willing to do it. Perhaps if we impress upon people that this is a really important function, they will step forward. Heather acknowledged that the pool of possible volunteers is small. She thinks if people are on the fence about coming back in person and are asked to serve in this role, that may be the thing that gets them back in the building. She defers to group on this. Heather is also worried about Sophia's name being on the list of ushers/greeters every week and doesn't want this to always fall on her. Deb spoke about hurdles: lack of familiarity and uncertainty about coming back in person. How do we help people over these hurdles and then get them to take on the usher/greeter roles? What used to be a one-step cognitive process for people asked is now a two-step process. Deb will recruitment a try and see how it goes.

New Member Sunday is scheduled for November 18. We need to see how we do with the We Believe in Dog/conversation event before we can be sure we have new members to welcome then.

The Committee Chairs will be meeting to talk about how to engage people during this continuing era of COVID. Sophia asked committee members for their ideas. Deb expressed regret and sadness that events with food are problematic, as many people are not ready to eat in public again. The spaghetti dinners in the past were fabulous. The camaraderie they engendered among the committees that jointly hosted them and the intergenerational attendance was great. She worries about hosting something like that in this age of extreme caution.

Heather encouraged us to focus on the "foodless and fun". The RE Committee is planning pumpkin decorating on Halloween. Heather noted that she is not sure there will be a lot of community outreach, but we could encourage new folks to come. We are asking everyone to come in costume for the service that day. The people offering the second reflection will be in costume. The decorating will happen after Sunday worship service. Sophia suggested that we make our invitation to the walk a "two-fer" and invite people to the service and pumpkin decorating.

The RE Committee is also planning to build a labyrinth on December 6.

One member suggested a movie with a social justice focus and guest speaker. This would be indoors with no food.

With regard to Circle Dinners, should we do a poll and see if people want to do it? Robin liked the idea of conducting a poll. There might be more interest than we think. Heather feels, like Deb, that food is complicated. She suggested making the poll questions broader and ask if people would like to gather for walks or to play games, for instance. Sophia liked this idea and suggested we think about how to re-envision Circle Dinners at our November meeting.

Heather asked for volunteers to light the chalice this Sunday, and Sheila stepped forward. Susan offered to greet this Sunday.

# V. Closing

We ended with our closing words, *Taking the Light with Us*, by <u>Heather Christensen</u>.

# Notes from Marketing/Communications Task Force Meeting 10/28/2021

Respectfully submitted by Fritzie Nace

Present: Thomas Slack, Marilyn Mullane, Kristine Kamikawa and Fritzie Nace

- Encourage use of logo (created by Kristine K) for brochures, outreach materials and event promos
- Committee Chairs' Mtg Nov 11<sup>th</sup> asking all to identify an event(s) that they will sponsor to engage the WUS community and beyond. Ask all to use logo on promos.
- Suggestion to post more to Facebook WUS FB page and share to Winchester Residents and ask those WUS members/friends in other communities to post to their town residents' pages.
- Make a point of publicizing beyond WUS for guest speakers
  - If Green Sanctuary invites a guest speaker for Earth Day service, Fritzie f/u with
     Heather about publicizing also other guest speakers during her sabbatical
  - Suggested making a point of publicizing CB Beal's return engagement to all OWL and WUSYG families.
- Suggestion to look for WHS intern to help us w/social media posting. Krisitine to reach
  out to Anne Marie Edenhoffer at WHS who helps connect students with service learning
  projects.
- Thomas asked if we thought we should keep the Friday Worship announcement separate from the Highlights more email, but less real estate taken up in Highlights. All agreed to keep Friday announcement.
- Building Committee was invited to do announcements about building -related projects for Highlights on a regular basis. Perhaps monthly.
- Thomas reported that UUA Marketing offers an in-person consult and on-line materials and events called "UU Digital Academy Ministry" led by Peter Bowden(?)
- Thomas reported that he re-sent the photo of our new terrace to the W Star- new contact is CKelley@gannett.com
- Marilyn reported that she reached out to the UUA re: larger-scale publicity. Was referred
  to Joy ??? in the New England region who reported that they have been too stretched
  w/pandemic to be able to do advertising, but she shared some links with Marilyn who
  shared with us. Action Items: each of us will look at the materials on one of the links and
  report back:
  - Fritzie "Communication and Outreach for Unitarian Universalist Congregations"
  - Thomas UUA WordPress Theme for Congregations
  - Kristine Social Media and Outreach
  - Marilyn Community UU Congregation in White Plains Shares Outreach Plan
- Marilyn will investigate how much it costs to be a sponsor for NPR GBH and WBUR. Perhaps collaborate with other local UU churches to share the cost.
- Next meeting 12/3/2021 3:30pm at WUS Parlor

# Minutes of Social Action and Outreach Committee of WUS - 11-9-21 Meeting

# Meeting began around 7:15 PM

**Present:** Sue Doubler, Patrick Draine (Standing Committee Liaison), Harris Gibson, John Healey (facilitator), Claire McNeill (Chair), Patty Shepard (Vice-Chair), Deb Walsh, Gloria Legvold, and Heather.

Claire facilitated the meeting and Patty took the minutes.

Claire invited all of us to read the proposed 8<sup>th</sup> Principle in one line segments going around the circle. Here is the text as we read it:

"We, the member congregations of the Unitarian Universalist Association, covenant to affirm and promote:
journeying toward spiritual wholeness
by working to build a diverse
multicultural Beloved Community
by our actions that accountably dismantle racism
and other oppressions
in ourselves and our institutions."

Then we paused for lighting candles at home.

# **Old Business:**

**Racial Justice Team Planning Group Monthly Report** - Patty reported positively about the workshop (on Governance) which took place on Tuesday, October 19 from 7 to 8:30 and then asked Claire and Gloria to comment as well. The planning group is also now working on the MLK service in January and participating in a series of events to help educate members of the congregation about the need for us to adopt the 8<sup>th</sup> Principle.

**Other short reports** John/Sue each spoke briefly about their experience at the "Freedom to Vote" rally in Washington DC. Disappointingly, there were only 300-400 people there but speakers included MLK the 3<sup>rd</sup> and family. They are not giving up on these federal bills any time soon. Letter writing, phone banking and postcard campaigns will continue. Sue found it very interesting to speak with folks who were there from West Virginia and also D.C., who were looking for representation in the legislature.

**Food Insecurity conference on 10/19 –** Sue reported there were over 50 people there and it was amazing to hear all that is happening across multiple communities.

**Daily Table** - <a href="https://dailytable.org">https://dailytable.org</a> We approved this organization for share the plate last month. John pointed out that their closest branch is in central square and not particularly close to our area, but there could be closer branches opening up in time. Heather explained that when she gives food gift cards to those in need, they also offer a list of other resources. Gloria expressed a wish that the place in Medford she circulated last month will be included on that list going forward.

Liaison to UUUM – Claire reported that the UUUM has a new vision and mission statement and read both statements to us. They have 3 basic programs, a shelter for victims of domestic violence, a jobs training program, a high school youth program, as well as other youth programs as well. They have been hosting lots of art and music in the church and also monthly community conversations with great speakers on zoom. Claire has learned that we can sponsor one of their monthly conversations by paying the \$1500 fee for the speaker and providing publicity too. They are now signing up March and April. Claire has a flyer if anyone wants to see it. Their December 14<sup>th</sup> talk will be on the Boston Ujima Project with guests from that group and takes place at the same time as our monthly meeting in Dec. Claire suggested that we all attend this event. This was discussed and agreed to at the end of the meeting. (Please see details later in the minutes.)

**Affordable Housing in Winchester followup –** Claire reported that the educational event, co-sponsored by the Network and the local LWV on Oct 27 was excellent. Gloria updated us on the status of this issue with town government in Winchester. Patty agreed to circulate a link to the recording of the event with the minutes to this meeting.

**NOTE:** Here is the info on the above event, as offered in the Network Newsletter

Demystifying Affordable Housing: On Wednesday, October 27, the Network co-hosted a virtual program with the League of Women Voters Winchester entitled *Demystifying Affordable Housing: Lessons for Winchester*. Program attendees were able to hear from Marty Jones, Principal of MLJ Insights, in conversation with Andrea Adams, former Watertown Senior Planner. The program was recorded and can be viewed <a href="here">here</a>. The <a href="mailto:slides">slides</a> are also available. The program was part of the Network's efforts to support the growth of a grassroots housing coalition in Winchester. If you are interested in learning more about how to educate, engage and activate folks in this community towards the goal of diversifying our housing stock, please contact <a href="mailto:office@nfsj.org">office@nfsj.org</a>.

Report back about justice issues/orgs in nearby towns – None this month

#### **New Business:**

**Thanksgiving Baskets** – Sue and Deb are working well together on this and enjoying it! They have 62 boxes committed. One third of the donors are shopping themselves and the other two thirds are ordering via Stop and Shop in Winchester. The pulpit announcement, the dedicated email and the hybrid option all seemed to help get this high number of donors. Deb and Sue recruited some additional drivers to help with delivery during the meeting. 2 separate delivery times are happening on Tuesday, 11/23: one at 7:30 AM from the church and another between 8AM and 12PM from Stop and Shop. There is also a drop off happening to Metcalf Hall at various times on Sunday, 11/21/21. Congratulations to all for the great work on this project!

**Daniel's Table –** Heather explained her contacts with David Blais, founder of Daniel's Table, who will be leading a worship service during her sabbatical. There will also be an opportunity for folks to volunteer at his organization, probably doing meal prep, sometime during that month, hopefully.

**ABC House**, Director of Student Life, Amanda Little will also be giving a worship service this coming Sunday 11/14. This will include a virtual followup session at some point to offer information about how to get involved as they start up the ABC program again. The share the plate for them will be matched up to \$500 by Heather's discretionary fund.

#### **Mitten Tree**

Heather requested that SAOC decide whether or not they want to be involved in an effort to provide a covid adapted (tree-less) version of the traditional mitten tree for congregant donors. The Sanctuary task force is looking into obtaining requests for items from Afghan refugees via Lexrap. Gloria agreed to be the point person for SAOC and Claire (later in the meeting) agreed to help coordinate. Heather indicated that she would let the Sanctuary task force know this.

What kinds of events could we create for larger community? Claire led a brief discussion of what kind of events we might lead for the congregation/community going forward. Possibilities mentioned included: all the events that the RJTPG has already planned for the remaining church year and beyond; the workshop service about David's Table and the accompanying volunteer opportunity; a climate justice and social action joint event. Claire encouraged us to keep brainstorming.

**Share the Plate -** <u>Interfaith Power and Light</u> – Sue explained that this company has been very generous with their assistance in making the church building more energy efficient.

After much discussion of the process of approving share the plate recipients, it was moved and approved to add them to the share the place list.

At Heather's request, it was also moved and unanimously approved to add Daniel's Table to the share the plate list.

John Healey suggested that we should do the same with <u>Declaration for American Democracy</u>, He agreed to provide us a link so that we can research it and decide at the next meeting. **NOTE:** DFAD is a non-profit, fiscally hosted by the 501c3 Public Citizen Foundation.

# Discussion of process for endorsing the current MA Indigenous Legislative Agenda

Patty explained briefly that UUMA has a current campaign to encourage congregations to endorse the entire indigenous legislative agenda this session. She agreed to circulate more information about the specific bills with the minutes. It was suggested that one way to proceed was for SAOC to make a decision and then give our recommendation to SC. **NOTE:** This link, <a href="http://maindigenousagenda.org/">http://maindigenousagenda.org/</a> will take you to the bills and much more info online but the names and bill numbers are also listed below for your convenience.

•An Act prohibiting the use of Native American mascots by public schools in the Commonwealth (SD.417/HD.646)

- •An Act Establishing an Indigenous Peoples Day (HD.2422/SD.664)
- •An Act Relative to Celebrating and Teaching Native American Culture & <u>History</u> (HD.2421/SD.1529)
- •An Act to Protect Native American Heritage (HD.1662/SD.1887)
- •An Act Providing for the Creation of a Permanent Commission Relative to the Education of American Indians and Alaska Native Residents of the Commonwealth (HD.1663)

**Plans for Next Meeting –** Claire suggested that we all watch the Boston Ujima Project presentation at the UUMA Monthly conversation from 6-7:30 PM on December 14, 2021, instead of meeting at our regular time in December. After some discussion we all agreed to this and also to meet for just one hour from 7:45 to 8:45 PM for our monthly SAOC meeting. Patty agreed to find the link to the Ujima Presentation and circulate it with the minutes. Deb will send out the zoom link to the SAOC Meeting in December, as usual.

**NOTE:** Here is some of the information from the <u>UUMA webpage</u>:

# **Zoom Event Information:** Please click this URL to

**join:** <a href="https://us02web.zoom.us/j/86448124197">https://us02web.zoom.us/j/86448124197</a> **Description:** Join us and our friends from the Boston Ujima Project to discuss economic justice and closing the wealth gap. The Boston Ujima Project is a place-based investment fund, controlled by community members in the Boston-area to support businesses, real estate and infrastructure projects that would otherwise struggle to find financing. The organization also fosters community programs and campaigns.

**Intro to 8<sup>th</sup> Principle work -** Claire recommended the 9 minute 8<sup>th</sup> principle video that she had circulated earlier that day (along with several others) before closing the meeting. She also stated that she hoped that this committee would also be giving its endorsement to the 8<sup>th</sup> principle in time.

# Meeting adjourned around 8:45 PM

Respectfully Submitted, Patty Shepard

#### Green Sanctuary Minutes November 14, 2021, 12:30 – 2:00 pm

Attendees: Phil Coonley, Naomi Magnoni, Maggie Russell, Sue Doubler, and Jeremiah Jay (JJ).

Note: Others (e.g., Lindy) tried to join the meeting, but Zoom link did not work. Subsequently learned that Phil did not use the Zoom meeting sign in credentials as he should have as host.

Special thanks to new GS member Naomi, who ensured our full compliance with the WUS Covid policies (i.e., some open windows, masks, social distancing, sign-ins for co tracing, etc.,).

Check-ins spoke to the disappointment with the results of the t26th UN Climate Change Conference of the Parties (COP26) in Glasgow from 31 October - 12 November 2021. Fossil fuel interests still seem to hold the upper hand and are now using a more refined argument along the lines of "Precipitous "climate action" is likely to damage society more than any actual impacts from a changing climate." The reaction of a sizeable minority to COViD 19's immediate and gruesome challenge doesn't bode well: Denial and opposition to even modest remedial responses even in the face of wide-spread misery and death

**Reuse Updates:** The first Repair Café was quite successful. This was a great community building event. Phil Coonley, Roofus Hoffman, and David Fonseca were involved from WUS. There will likely be another café in January or Fefruary at either Congregational Church again or at the Jenks Center. **Maggie** will communicate with Karen Bassaro about next steps for the Repair Café; and perhaps other **reuse** promoting activity like the WUS on-line auctions, the Town's transfer station "swap shop", and the ENKA thrift shop.

#### **Recycling Updates**

None at this time. Phil will ask **Lindy** to give us an up-date at next meeting.

# **WUS Gasoline Leaf blower Controversy:**

Matthew Bronski of the Building and Grounds committee (B&G) responded 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 on our 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 (date please). 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) groundskeepers. We would like to do more "lead by example" on leaf collection, especially given our prominent visibility near town center, and the Aberjona river where our run-off goes. **Sue Doubler** found that Lexington has a list of Green Landscapers, but it seems you need to be a resident to access the list. She mentioned one "green" company, and also info from Newton: <a href="https://www.ecoquietlawncare.com">https://www.ecoquietlawncare.com</a>

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

Check them out.

# Follow-up on Mass Interfaith Power and Light's (MassIFPL) WUS Environmental Assessment (ESA)

Exciting news! At the Committee Chairs Meeting this past week, the Standing Committee released its 10/2021 up-date on "Primary Challenges Currently Facing WUS and Related Goals". Under Challenge #5 (of 5) are three goals, the first of which is:

"Led by Standing Committee, the Congregation will create a Capital Plan (5/10 year) based on Building Committee's list of projects in prioritized order and the Inter-Faith Power & Light energy assessment."

This summer Standing Committee Co-Chair Fritizie Nace asked Phil to work with Treasurer Brad Steele and B&G's Chuck Khuen to recommend next steps based on the ESA findings. Chuck responded to Phil (and the Standing Committee) on Nov. 8 with "List of progress to date on all of the ESA recommendations". Phil says it is a very positive and ambitious plan of action. Most actions have no specified start or finish dates included, but many have begun and some already been accomplished. Phil will send to GS members Chuck's List along with the 2021 ESA, and Phil's thoughts about why the WUS should proceed faster than economically justified to reach net zero for moral reasons. He asks all GS folk to read the ESA.

#### Share-the-Plate with IFPL

Green Sanctuary endorsed IFPL as a recipient for Share-the-Plate. Sue says Social Action and Outreach has also endorsed it.

#### **Climate Solutions 101 Workshops**

Green Sanctuary is partnering with 350MA MetroNorth (climate action group that pre-Covid met at WUS) to sponsor a seminar series about resolving the climate problem. The program will likely be based on an up-lifting 6-part video series developed by Drawdown, but will also include spokespeople advocating individual, household, local, state, and Federal climate actions.

#### Building WUS relationship with Roxbury-based Alternatives for Climate and Environment (ACE)

Phil proposed building a relationship with the head of ACE to see how we might work together.

Naomi and Phil will reach out to ACE.

#### Speaker(s) for WUS Service(s)

Heather asked if GS would coordinate an Earth Day service. All GS members in attendance were in favor of this. Fritizie has asked for speaker ideas, and suggestions focused on climate justice spokespersons. Perhaps have a leader from ACE speak or, minorities who have been or who are likely to be most impacted by climate change. Naomi proposed a speaker form an Alaskan climate program based at Mass MOCA. **Naomi** will send us information about the Alaskan climate program. Phil has suggested to Fritzie a potential Earth Day or other sermon day speaker who could perhaps draw folks to our service, even if the speaker's presence in our service were virtual. She is Heather Mactier Toney - attorney, former mayor of Greenville, Mississippi, EPA Regional Administrator in Atlanta under President Obama, and currently national field director of the Environmental Defense Fund's (EDF) Moms Clean Air Force. She has testified many times before Congress on climate, clean air, and environmental justice issues. If she has not yet been pursued, Phil will try to get Fritzie's OK to reach out to Ms Toney.

As Sue D. said: "You never know unless you ask. And, even if we are too small a venue, he (she) will appreciate being asked."

**New Business**; Naomi observed that GS treatment on WUS website badly needs updating. **Phil** said he will pursue fixing this.

Next Meeting is at Noon - 1:30 pm on Sunday, Dec. 12. Live and Zoom.

- 1. A "Silent Night" electronic Christmas card will be sent to our sponsors.
- 2. We agreed that, given the uncertainties of Covid, we will confine ourselves to non-wind instruments at the next jazz concert on January 28. These will include guitar, bass, piano, and drums.
- 3. We would like to share the proceeds of the concert with the ABC House. The only question is in what proportion. To determine this we are taking a poll, since not all members of the Music Committee were present at the meeting. The choice is between giving ABC House 25% or 50%. Would you please indicate which option you prefer?
- 4. We have been asked by the Committee of Chairs to indicate any ways in which we could expand our contribution to church goals. Dirck Stryker will draft our response and circulate it for comment to members of the Committee. One possibility is to hold an event outdoors in the spring, which would be financed by the Cerny-Thomases Fund and possibly be held jointly with another committee, e.g. RE.
- 5. The receipt from sponsors has been very good this year: \$9446.
- 6. We agreed that more can be done to get donations from concert attendees, especially those who are online. Carolyn and Dirck will look into this.
- 7. Our next meeting will be on January 5 at 7:30 PM.

# Marketing Meeting Notes 12/3/2021 3:30 pm

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

Thomas' last day at WUS 1/7/2022

• Search for Thomas' replacement, candidate should have marketing expertise

#### Highlights Update

• General consensus is that new layout is working well

#### Website

- Thomas to talk to Phil Coonley (Green Sanctuary) about website updates (12/13)
- Thomas watched three videos on marketing, will forward to our group
- Felt there wasn't a need to join Peter Bowden's "Academy", but he would be willing to work with us if needed
- Need to make sure committees post their events on the website

#### Earth Day

Meeting Sunday (12/12) regarding speaker

#### Banners

- Membership needs to give Thomas a schedule of banner replacement/rotation
- Membership should be encouraged to work with other Committees, where appropriate, to create new banners

#### Building

- Thomas to follow up with Building Committee to come up with a blurb about the new kitchen, bath, general renovations
- Ask if Building Committee would be interested in doing a stained glass tour. Spring? Town Day?
   Marketing Committee will advertise

#### Solstice Service

Get info from Heather to advertise service

#### Pandemic Burnout?

- Committees having trouble getting back into the flow of meetings, events, etc. ?
- Send a message from Marketing Committee to Committee Chairs re: our support for publicity

#### Action Items

Kristine - Ask Karen Caputo how many WUSYG events get advertised to OWL families

- Ask Karen about publicity for CB Beal's return engagement

Fritzie - Ask Heather for info on Solstice Service

- Reach out to Membership... (my pen died and I can't read what I wrote! Sorry!)

Thomas - Check with Membership about banners

 Follow up with Building Committee to come up with a blurb about the new kitchen, bath, general renovations - Talk to Phil Coonley (Green Sanctuary) about website updates (12/13)

Marilyn - Explore pricing for WBUR and WGBH advertising

Attending via Zoom: Pete Baldwin, Sue Kiewra, Kathy Richardson, Heather Janules

- 1. Thomas's departure: Thomas Slack could leave his position as Coordinator of Administration & Communication as early as January 7, depending on covid travel restrictions. It is expected that there will be a gap before a new person is in place, and we may need volunteers to help staff the office. Working on the Book of Everything is a priority for Thomas. Sue is serving as consultant to the search committee, which consists of Heather, Brad Steele, Judy Murray, Chuck Khuen and Liz Lintz. It would be desirable to also have someone from the marketing team involved. Heather is working on a job description, which may involve shifting some tasks to Jenny, who is willing to work up to 32 hours/week.
- 2. Religious education leadership: Sam would like to engage a consultant to help us consider a realignment of staffing for educational programming and ministry to young people, including a new group for those in middle school. Fritzie Nace is the point person to launch this effort.
- 3. Sabbatical minister: Standing Committee is voting on the recommendation of the search committee. Heather is alert to the need to follow up with on-boarding details. The sabbatical minister will not attend meetings of this committee; we should communicate directly with staff on issues that need their input.
- 4. Other staff concerns: Covid protocols are a big topic of conversation. Having services in person and also streamed adds to demands for volunteers as well as to technical issues. Previous appeals in Highlights for volunteers were not very fruitful. Need to focus on what is most essential. Andy Papas is leaving as one of the choir section leaders, and John Kramer has begun a search for his replacement.
- 5. Guideline for searches: <u>DRAFT process for search committees 2021-11-01.docx Google Docs</u>. Since the admin search committee is meeting Sunday, Heather will share this early draft document. The committee recommends several changes:
  - a. Move creation of job description earlier in the process
  - b. Format as a flow chart or check list
  - c. Clarify who has responsibility at each step
  - d. Clarify who has responsibility to oversee that the process is moving forward
  - e. Note that relevant program committees should be represented on the search committee but not have a vote in the hiring decision.
- 6. Holidays: WUS has ten paid holidays for employees. Massachusetts has twelve, and there are also twelve Federal holidays. We recommend increasing to twelve the number of days which staff can take as paid holidays. Given that (1) the demands of being employed by a congregation may require working on days commonly considered holidays and (2) individuals on staff may wish to observe holidays other than those on official lists, we recommend that each employee be able to designate the days they will take as holidays. The office is closed on ten days; we should add Juneteenth and Indigenous Peoples' Day, reflecting our commitment to racial justice. See the chart on the next page. Kathy will draft language to replace section 9.3.2 of the Personnel Policy Manual and an addition to the template for letters of agreement.

Holiday	WUS office closed	MA	US
New Year's Day	Х	Х	х
MLK, Jr. Day	Х	х	Х
Inauguration Day			Х
Presidents' Day		х	Х
Patriots' Day		х	
Memorial Day	Х	х	Х
Juneteenth	+++	х	Х
Independence Day	Х	х	Х
Labor Day	Х	х	Х
Indigenous Peoples' Day/Columbus Day	+++	х	Х
Veterans' Day	Х	х	Х
Thanksgiving Day	Х	х	Х
Day after Thanksgiving	Х		
Christmas Day	х	х	Х
Day after Christmas	х		

<sup>+++</sup> proposed dates to add

# 7. Pend to next meeting

- a. Revision of section 3.1 of manual Manual section 3.1 working doc 2021-06-06 Google Docs
- b. Computer and phone allowance once approved, need to amend current LOAs
- c. Tech help Did SC act on recommendation to designate internal resource for technical issues/approvals/questions?
- d. Further edits to draft policy? <u>Draft WUS computer policy 2020-12-03.docx Google Docs</u>
- 8. Next meeting: Thursday, Jan. 20, 2022, 10:30 a.m.

# Pending item:

- Minister's time off