

Governing Board Meeting Minutes

17 August 2016

4:30 pm (EST)

Governors Attending: Nancy Wilson, Stephanie Burns, Joe Cobb, Jakob Hero, Mark Dalglish, SJ Ramage, Kimberly Brown, Angel Collie, William Knight

Staff Attending: Barb Crabtree, Linda Brenner, Jack Hutter

Check In/ Opening Prayer:

After checking in, Nancy opened the meeting with prayer

Consent Agenda:

Moderator's Report – August 2016

Meeting Minutes – July 27, 2016

Motion made by Joe Cobb to accept the consent agenda items, seconded by Kimberly Brown. The motion was passed unanimously.

Discussion Agenda:

F2F Meeting:

The initial planning team meeting for the October F2F (Face-to-face) was held on August 16. The meeting is collaborative in nature, and will include the Governing Board meeting on Thursday, October 13, joined by the Senior Leadership Team on Friday, October 14, and the Council of Elders on Saturday and Sunday, October 15-16. Everyone will then gather at the Installation and Blessing of the Interim Moderator on Sunday, October 16 at 1:00 pm. There will be a Moderator's Circle reception on Saturday evening – with all leadership teams invited to attend.

Finances:

Barb Crabtree reported that the Finance Committee met on 16 August with Barb, Kimberly Brown, Jakob Hero, Cathy Campbell, and Doug Berger in attendance. The committee is in a reforming stage and met to discuss the current financial status, current run rates (one including General Conference and one without), noting that current revenue is down this year by \$68,000. Expenses are running behind but not far off.

General Operations Run Rate	Actual Jan – June 2016	Budget Jan – June 2016	Variance
Income	\$860,824	\$929,432	-\$68,608
Expenses	\$915,758	\$977,378	-\$61,620
Operating margin	-\$54,934	-\$47,956	-\$6,988

Development:

Nancy Wilson elaborated on an Emily Gaylor provided regarding Development. We are currently around \$32,000 toward the matching gift of \$100,000. The deadline has been extended to October 31, 2016. A location for the Moderator's Circle reception in DC has been chosen and will be in connection with the Face-to-Face meeting of the GB, SLT and CE. Nancy is actively doing asks for the \$100K match. An event is also being held at the home of the \$100K donor, and Governing Board members are encouraged to attend. All offerings received on Anniversary Sunday will go toward the match. Congregations will be asked to use the new Statement of Faith on Anniversary Sunday. A webinar on the work of the Development office and fundraising has also been scheduled for October for the Governing Board.

Communications Strategies: (Linda)

Linda Brenner reported on the work of the Communications Team and Communications protocol and strategies. The Communications Team consists of:

- Linda Brenner, Associate Director
 - Communications *Strategy*
 - Message Adherence & Brand Management
 - Quality Review
 - Coordinate Website Support
- Rev. Ann Craig, Communications Consultant
 - Communications Strategy
 - Media Consultation, Coaching
 - Press Releases and Advisories
- Lauren Bennett, Social Media
 - Facebook & Twitter

Chris Baker, Webmaster (stipend)
Update Website, Website Security, Web Page Creation

Translation Protocol
Rev. Elder Hector Gutiérrez and Linda Brenner

Translations are completed by volunteer team for:
Globally-relevant Newsletters
OCLH Resources
Worship Resources
Job Postings

Publication Timing:
Timing – Simultaneous Release of Translations
Need final document 7 days in advance of publication date
Timing – Staggered Release of Translation
Need final document 3 days in advance of publication date

Publication Strategy:
Highest “Open Rate” occurs Monday – Thursday,
prior to 7 a.m. EDT
A newsletter may be scheduled for release to maximize open rate

Suggestions to Increase Governing Board Accessibility to Constituency

Goal: Virtual and real interaction increase Governing Board visibility and voice
Transparency: Interim Moderator and other highly visible events/appointments; give updates via newsletter, recorded statement, webinar
Transitions: GB and Interim Moderator co-host a webinar that allows for questions.
Governing Board Meetings – Allow people to attend, include staff. Chat can be turned off to the viewers
Increase Visibility: Attend events, local churches, and bring greetings from the denomination
Facebook – Mixed opinion about viability

Have open GB meetings, including staff
When attending events, introduce yourself as a GB member first
Bring greetings from the Denomination

Need a Communications Team again:
Facebook – Joe
Edit and proofread – William

Interim Moderator Process;

Applications have been received and are in google drive

Figure out how to proceed and move forward

Stephanie to take the lead

Jakob can do next week

Applicants are getting confirmation emails

Closing Prayer:

Kimberly Brown closed the meeting with prayer.