

## Administrative Board Meeting - April 6, 2009

In attendance: Pastor Karen, Leslie Miller, Nancy Knowlton, Lynn Hobzek, Dee Lancaster, Janet Kleckner, Alan Scheufler, Sue Hastings, Jeff Hastings, Joy Fenton, Jenny Gee, Lisa Drew, Les Buttolph, Jahn Dietrich, Jack Drescher, Bob Lundholm, Ruth Holmes, Joe Holmes, Ruth McDonel, Catherine Vistartis, Elizabeth Jaszczak, Nancy Smith, Sally Becker, Betsy Wooster

-Leslie called the meeting to order at 7:37 P.M.

-Leslie then offered a prayer.

-Additions to the minutes were the inclusion of Janet Kleckner and Elizabeth Jaszczak as present.

-Elizabeth Jaszczak moved to approve the minutes as corrected.

-Les presented the idea that the Trustees be asked to take \$5000.00 from the Reserve Fund for striping and sealing the parking lot. The goal is to keep the lot in good shape which should lower future costs. No bids have been taken at this time. Janet so moved. The motion passed.

-Les also reported that the church is slightly ahead on pledges and expenses. The budget is close on expenses due to unusually high gas bills this winter. The Trustees are working on a pro-active boiler contract. Les will meet with the Finance Committee once per month.

-The main focus of this meeting was a review of the Strategic Plan. A hand-out was provided to use a basis for the discussion. Leslie led the discussion with emphasis on what has been accomplished and what is currently being worked on by the church, committees and congregation. She reminded the group that new ideas are always welcome.

-A discussion followed as to what the church, committees and congregation should work on next. Janet shared information from the original Strategic Plan meetings which included:

--grow the congregation

-- connect visitors to members

-- have a Christianity 101 class

-- link Gen-Xers to the millennium group

- work to attract GenXers - Lisa and Joy discussed their group, Lisa and Joy's Excellent Adventures
- These topics were discussed and the discussion led to ideas on "marketing" the wonderful services and activities presently offered by the church as a whole (to be referred to as "our church" hence). Ideas included:
  - a ministry fair which would provide information on "our church"
  - spread the news of "our church" at public forums which meet at the church (i.e. AA)
  - use flat screen TV's around the church to spread information on "our church"
  - increased use of *The Good Word* especially in regards to the e-mail version
  - increased use of e-mail for sign-ups for events
  - possible line item in the budget to fund this marketing (Les said it would probably not be possible for a line item this year)
  - hire a outside firm to provide an estimate of cost for professional services
  - ask for help from marketing resources in the church through a talent survey or personal request
  - use the services of the UMC in regards to their *Rethink Church* campaign (UMC.org)
- this topic will have continued follow-up at COM on May 4th

The meeting was adjourned at 9:12 P.M.  
Pastor Karen offered the closing prayer