

Virginia Beach United Methodist Church
Church Leadership Council
April 20, 2016

CLC Chair, Doug Knapp, called the meeting to order at 7:31 p.m. Those present: Steve Burich, Janice Cagle, Chuck Cassidy, Jacob Davis, Chris Everly, Carolyn Fried, Joanne Griggs, Terry Jenkins, Michael Key, Doug Knapp, Oral Lambert, Benson McGlone, Fred Metz, Ken Miller, Lisa Miller, Edrie Pfeiffer, Ralph Rowley, Emily Ruppert, Michael Snow, Brenda Stahl. Also present were Laura Ezell, Sue Shephard, Bill Shephard, Rosalee Jewell, Kari Ryan, Ellen Matthias, Glenda O’Pry, Tonya Brown, Carolyn Henderson, Heidi Beauchaine, Ann Phillips, Jennifer Vaughan, Jean Dyer, Ron Dyer, Susan Toboy, and Donna Dooley.

Chris Everly gave the opening devotion, with scripture from Isaiah 11:6. ⁶ *The wolf will live with the lamb, the leopard will lie down with the goat, the calf and the lion and the yearling together; and a little child will lead them.* Since Seaside School is on the agenda for this evening, Chris thought it would be appropriate to base the devotion on children. Children are innocent, take delight in the small things, and most importantly, are trusting of their leaders. We, as a church, should use this last attribute! We are to admit when we are wrong, trust others, and put our fears behind us by trusting in God.

New/On-going Projects:

16.08 Seaside School Presentation- Jamison Rasberry was chosen to head a task force to examine Seaside School. The committee was to review the mission statement, take a closer look at the operations of the school, put together a business model for the future, and to develop a structure of communication between the School Administrators (a potential Advisory Council) and the CLC. The primary goal of Seaside is “To provide Christian educational programs to prepare our children for physical, mental, academic, social, and spiritual success.” This evening, Jamison presented a four page written report and budget figures. It was the task force’s finding that Seaside is an outreach ministry for the church, integrating parents and children into our church.

Seaside expects the church to pay some overhead costs associated with the spaces used, lighting, etc. In order for Seaside to be financially sound, it is expected to cover teacher salaries, etc. from collecting tuition from students. Emily Rupert, director of Children’s Ministries, is to oversee the school, with Heidi Beauchaine underneath her as director. They are given limited authority, with major decisions (budget, space requests, etc.) to be reported to CLC. It is suggested that an Advisory Council be formed to meet quarterly to discuss issues that arise. Jamison reported that a total of 54 students is required for the school to break even. Currently there are only 41 students registered for the 2016-17 school year. Due to patterns of enrollment observed in the past, the school is expected to obtain 54 with registrations later in the summer. Jamison and Heidi are both confident in attaining this number of students.

Following Jamison's presentation, a long discussion of various issues takes place. Some key discussions included:

- Marketing- Heidi B. has been working on an aggressive marketing campaign with Heather McEntee, Director of Communications, and will continue to do so- other marketing suggestions were also noted by CLC members. Given the beautiful facility and strong curriculum, everything is in place to have strong enrollment- it's just a matter of getting the word out. It is suggested that Joan Helm be contacted to get her opinion on marketing efforts. An actual website is being created for the school, and will come up in searches much easier than when it existed solely within the church's website. The next step might be to invest money into search engine optimization to increase traffic. As a part of the advisory committee, it is suggested that Heidi be assisted in coming up with a business/advertising plan.
- Reserve Fund- Given that the school can accommodate 120 students, money collected over and above the 54 student minimum can help to establish a reserve fund. This can cover years with lower enrollment, as well as to offset unexpected costs. The fund could also serve as a scholarship program in the future, helping out underprivileged children.
- Costs- There is a registration fee, and cost structure based on a 3 or 5 day program. There are students out there that would like to come, but have been unable due to the costs. It is noted that if people within the congregation knew about this, they might be willing to help sponsor underprivileged students.
- Timeframe- It was the intent to wait until June to make the final decision on the future of Seaside. However, some issues are discussed regarding that plan. First, it is unlikely that enrollment will change significantly within that time period, given the history of later enrollments toward the end of the summer. It is noted that if Seaside should not continue, both currently enrolled students and staff will have a hard time finding new schools and employment. Also, it is noted that it took the original Seaside (PDO at the time) 3 years to build the clientele to fully grow the ministry. Given that Seaside has recently undergone a revamp in the program, it is realistic to expect the same 3 year period.
- Mission and Ministry- Since there will be a shortfall of \$80-90K for Seaside this year, it is discussed about the possibility of this reoccurring in the future. Should Seaside be looked at as a ministry and "subsidized" by the church? It is noted that a shortfall would need to be covered by the general fund or parking lot. Should budget shortfalls occur as the 2016-7 year begins (and in the future), those shortfalls would be addressed by making necessary changes within the program structure to address such so as not to incur more financial support from the church. It was discussed that the decision can't be made solely on money if we, as a church, value having a Christian education at our facility. Given that the church operates on faith each year in order to forecast the coming year, shouldn't we do the same for Seaside? While a specific line item was discussed to cover a possible shortfall, it was noted that expenses can vary, and that if we are supporting a school as a ministry, a specific amount should not be set.

Benson leads a prayer in which he asks God to put the proper decision for Seaside School in our minds.

After the discussion and prayer, Terry Jenkins makes a motion that CLC accept the report as given, and that VBUMC endorse the Seaside School to continue as a ministry of the church. Also, the Nominations Committee will appoint the Advisory Council quickly in order to facilitate the business/marketing plan. Should a shortfall arise, the church will fund it. The motion is seconded by Oral Lambert, and it passes unopposed.

16.08 REACH Report- Brenda S. gave the quarterly REACH report. This is to get a sense of how attendance numbers compare to previous years. The REACH report also differentiates between usher counts and Shelby counts. In order to get a good sense of how many different people we are actually ministering to consistently, the REACH numbers are presented on a 6 week basis.

Administrative Reports and Other Business:

16.09 Stewardship- Beth Lantz gave the report on Stewardship. The Stewardship Committee is continuing with the 5 Seasons of Giving from Giving Rocket. The next step is looking toward the summer, which concentrates on online giving. Currently, about 25% is handled online, but the push is to increase it to 35%. We will begin to hear about this more during May.

16.10 Finance- Joanne Griggs gave a report on behalf of Finance. In looking at the year to date figures, general receipts are down \$18K versus the budget, but they are still strong. Given that expenditures are \$86K less than anticipated, there is a positive variance of \$67,488. The parking lot is getting underway, and Seaside School is showing a \$70,940 deficit. It is anticipated that the final Seaside deficit will be \$80K, and this will be covered via either the general or parking lot fund. The overall budget for 2016-2017 will be presented in June. The Finance Committee has approved \$10K to be used by the Second Century Committee to obtain new renderings from the architect. The amount will be deducted from the Capital Campaign Fund, but needs CLC's blessing to continue.

*****A motion is brought forth to allow the Second Century Committee to use an additional \$10K from the Capital Campaign Fund to obtain additional renderings from the architect. It receives a second, and the motion passes unopposed.**

16.11 Trustees- Oral Lambert gave a report on behalf of the Trustees. The moveable chairs have been installed, and they have been very well received both visually and in terms of flexibility. The addition of holders for pens, offering envelopes, etc. is already underway. The 18th Street property is in limbo, but the Trustees will continue to monitor actions by the city on surrounding properties.

The Police Department Crime Prevention Unit came to VBUMC to inspect the property and present their recommendations. Some of the items can be done right away, but others will be more long term. A small committee led by Jeff Andrews has been formed to look at the recommendations and present solutions to the Finance Committee and CLC. Oral expressed that a female presence would be greatly appreciated on the committee if anyone is interested.

A committee formed by Pastor Ralph to deal with audio problems in the Sanctuary had to turn their focus to more pressing video problems. Two new screens have been installed at the front of the sanctuary, and a rear monitor will also be installed in the rear. Now that the video issues are largely solved, the committee will re-focus their attention on the audio issues.

16.12 Second Century Committee- Terry reported on behalf of the SCC. 10 feedback sessions were held, and the SCC appreciates all those that participated. The SCC met last Wednesday to begin to assimilate the comments received. They have already met with the architect, and have given him enough feedback to move forward.

16.13 Pastor's Reports- Pastor Ralph gave a report on behalf of the pastors. He is pleased to announce that Benson has graduated from his Clinical Pastoral Education program. This is a big step toward his ordination!

The Virginia United Methodist Assembly Center at Blackstone, VA will close May 7 due to the increased cost to maintain operations, and other locations will be needed to host events in the future.

The General Conference of the United Methodist Church will be held May 10-20. This conference occurs every four years, and addresses issues that arise within Methodism. The hot topic this year will be human sexuality. Ralph pointed out that international representation will outnumber domestic representation in the near future. While this is true, the majority of the funding for the denominational budget is generated domestically.

The Virginia Annual Conference of the United Methodist Church will take place in Roanoke, VA from June 17-19. Edrie P., Bart Folta, Ralph, and Benson will attend from our church. The biggest item on the agenda will be the retirement of Bishop Cho.

The Southeastern Jurisdiction Conference will be held July 13-15, and the main item will be electing and assigning of bishops. A new bishop will be assigned to the Virginia Conference at the conclusion of the Jurisdictional Conference.

Back on January 20, the Executive Committee minutes reflected about the creation of an urban ministry committee. It was formed from representatives from many other committees. They were looking forward to presenting findings later this month, but hit a snag when the leader stepped down therefore expected progress had not been made. Benson is now hoping to have something in May ahead of the budget cycle.

Ralph announced that Marcia has received 11 out of 12 treatments for her cancer, and lots of testing will follow to see what impact the treatments have had on her condition.

There being no more business, Pastor Ralph closed the meeting in prayer at 9:25.

Respectfully submitted,

Michael Key, Secretary