

## **Board of Trustees Meeting, October 18, 2017**

### **Minutes submitted by Margaret Willey**

Present: Margaret Willey, Patti Baldus, Andy Cawthon, Hank Nash, Mark Smith, Charity McMasters, Jane Horton, Kathy Humphrey, Kent Dobson

Next scheduled meeting: **November 18, 2017**

**Guest:** Rod Van Abbema

#### **Reports:**

##### **Chair's Comments (Charity):**

Charity reminded us that we need to think about recruitment and elections coming up in February. Budgets from committees need to be turned up by December to help with planning for next year. Also needed is a clearer long-term approach to fundraising.

5 2-year BoT seats will be available in January. Charity requested that BoT members brainstorm potential candidates for these 5 seats.

Some discussion of the need to clarify the requirements for membership and the best way to have C3ers reup for membership—when and how.

##### **Lead Visioning Team** (previously the Leader Search Team, Mark and Kent)

Mark reiterated that the Leader Search Team is now the Lead Visioning Team and will meet at 6:30 before the BoT meeting. **Motion to move the BoT back to a 7 pm meeting. Motion passed.**

Kent shared suggestions for including information in the weekly bulletin regarding the Children's Message and the Shared Responsibility statement (to better encourage donations). He presented clearer and more detailed paragraphs for these two bulletin items.

Kent reported that he is greatly enjoying the Monday lunches and they are helping him to get to know the community. He observed that the 9:00 discussion group and the 11:30 Talkback group are very similar and perhaps could be made more distinct with some guidelines.

##### **Finance: (Andy)**

Andy reported that plate donations at Sunday gatherings are up. We are eating into surplus as expected. Mark and Andy trying to find ways to conserve money, for example phones and copier. Andy reported that C3 needs \$7,000 more income per month in order to break even. Discussion ensued about how to encourage the community to take financial responsibility for our organization.

Andy provided an independent contractor contract for review. He reported that Malea would like to be paid for more hours, as she is falling behind in filing, copying and other routine tasks, some of which is generated by David's work to secure speakers. Kent will talk to David and Malea about their needs and also meet with Malea specifically to better learn what her work load entails.

### **Community Life Committee (Patti)**

Membership – update needed for c3 brochures. Kathy will then order 100. New information cards will determine whether newcomers are joining C3 as members or friends.

Sunday Gathering Team – Ushers are being asked to seat people when the room is full. Harry T. Cook, who passed on October 9<sup>th</sup>, honored Oct. 15. Many new guest speakers scheduled, including Shelly Irwin, Abishek Ghosh and Fable the Poet. Holidays will be on two consecutive Saturdays in Dec., the 23<sup>rd</sup> and 30<sup>th</sup>.

Community Compassion and Care – Ellie printed a supply of visitor nametags for the Welcome table. 6 new contacts since Kent started. Ellie requested an announcement regarding the C3 newsletter.

Charter for Compassion – Ellie requested more volunteers to deliver items from Week 3. November recipient will be the People Center. December will be mittens and hats for Muskegon Heights.

Education – Need for the accommodation of infants and toddlers was discussed. Who, where, how. Ongoing need to plan for growth.

Communication – Chrys reported all is well.

New Business – Fundraising brainstorming including discussion of a possible BoT Fundraising Committee.

### **Outreach Committee Report (Jane)**

CCD – no report, except that Margaret shared the success of the Sherri Winston author visit in the Heights schools and at the library.

Adopt-a-Highway – completed.

Loving Spoonfuls – volunteers set up through February.

LEDA – no report

Marketing – Podcasts have begun. The BoT will consider creating a paid position for Carma (or someone) to be paid \$50 a session. Some concern was expressed by the BoT that Kent's last teaching did not get recorded.

Social Media – there has been a significant uptick in traffic on Facebook.

Press Releases – The Grand Haven Tribune has requested a month lead time for postings.

Website – update needed to improve marketing. David and Chase are meeting to discuss. There will be an eventual need for one person to be in charge of posting.

Invite a Friend Sundays – Oct. 29 Harry Potter, Nov. 5 Fable the Poet

Inspire – Dick Kamishchke will be panel member at November Inspire event on the topic of Religious Diversity. Will be donating \$100 to event.

Music at the Museum – Concert giveaways and season passes

Notables Book Club – George Hartwell is first, interest is growing.

New Business – Successful cash mob at Bookman. More cash mobs to come. Shannon suggested a Donations Page on our website, in particular for purchasing books to donate. David will approach members for the creation of a steering committee to develop marketing for the upcoming year.

### **BoT New Business**

Further fundraising discussion ensued. Jean McCabe is also trying to create a fundraising event for the near future. She also recommended educating people on estate planning. Do we need a fundraising committee? Or should the current Finance Committee take this on? Kathy proposed both a short term and a long term approach to our fundraising. Both end of year push and greater sustained giving.

Mark raised the issue of our data storage in the office.

**Motion raised to donate to Harry Cook's memorial fund in honor of his passing.** Motion passed.