

Minutes of Meeting of the Board of Directors (final)
Tuesday, June 9, 2015

Bill Scown, President
Hal Schulman, VP Admin Council
Debbie Leoni, VP Program Council
Pat Vary, Secretary
Bob Swanson, Treasurer
Cindy Vacek, Director
Davie Moore, Director
Patricia Burch, Director
Jennifer Klein, Director
Lindsay Bates, Senior Minister, ex officio
Also present: Kevin Beyer, David Tomell, Kevin O'Neill, and Jim Frazier

The new members of the Board were welcomed.

Bill announced that he has appointed the last two members for next year's Nominating Committee and the Board approved them. They are Ali Lanthrum (formerly Auer) and Deb Brod.

1. Regular Reports

Secretary: Minutes from May Board meeting accepted.

Finance: Bob reported that \$30,000 is being moved from a mutual fund with limited fossil fuel exposure to a mutual fund with no fossil fuel investments. The Finance Team will review the investments quarterly, and will transfer additional funds if it is prudent. The Finance Team also increased the credit card limit with restrictions so that YRUU Habitat for Humanity could use it. The present deficit is \$27,000.

Councils: Debbie had nothing to add to the report. Hal said that the Councils discussed running a new "Time & Talents" survey, but with a new format. The last one was several years ago. He said the feedback from the annual meeting presentation was good. There is concern that the meeting yielded so-so results in terms of increased pledges.

Senior Minister stated her performance review has been completed.

Congregational Administrator was on vacation.

2. Swedish Days: most positions are filled and all is well.

3. Building Task Force: Cindy reported on efforts to assess the offered 3rd Street property. Three commercial property firms were contacted: One in Chicago did not return emails. Jim Colman group Peter Soderquist. Wanted \$1500-2000 to do it. Neil Johnson of

Sperry Ness offered to do a lease analysis for free and sent a detailed assessment. There are no local lease properties. He gave an analysis of similar arrangements, which are rare, within the Western Suburbs. The possibilities of finding someone who would lease and build would be unusual. However, the City contacted Bill and there was a meeting with Cindy and Bill in which the City explored the possibility of constructing a building that would house a Visitors' Center and much requested public toilets. This is the last vacant property on Third St. Much discussion ensued. A measure of whether to accept the 3rd Street Lot hinges on whether we can generate enough income to pay taxes, insurance, and maintenance on the land for the next 50 years, a concern articulated by Kevin O. Bill will draft letters for Board review to the city and donors indicating UUSG interest and asking the city to confirm their interest in developing a visitor center. The decision to accept the 3rd Street lot was deferred until July. Hal thought we should list criteria for moving ahead. Most agreed that the major requirement is generation of income so that it would not be a burden on future generations in the Church.

3. **“Ownership” Campaign.** At the Annual Meeting, everyone was asked to line up behind one of three banners: Stewardship, Membership, and Entrepreneurship. During the discussion, Kevin B. suggested that Stewardship fits naturally under the Canvass Team purposes. This should include not only how members contribute by both the canvass and planned giving, but also generating external monetary support. Kevin B. suggested that a good resource to help with external funding might be Kathy Cornell, who has done that for a living. Debbie suggested that all Board members should take part in the canvass to meet with the membership one on one and be able to answer questions. Jennifer volunteered to be the Board representative for Stewardship.

For Membership, Jim Frazier reminded the Board that the Team does not have a marketing charter, but was a nurturing team for people who found their way in the door. Bill suggested the Board suggested expanding the charter of the Communications Team to include the Membership marketing activity. Cindy agreed to be the Board representative on the Membership Marketing initiative.

Patricia Burch volunteered to head an Entrepreneur initiative. Jan Miller, who has much experience in marketing non-profits, put together a very detailed campaign that we might consider for Membership Marketing and “branding” UUSG. We discussed the problem of community misunderstanding our “Society.” We could refer to ourselves (without legally changing our name, according to Bob) as “The UU Church of Geneva.” We could put something on the Announcement Board outside that says “Come join us in our Church” or something to that order. The Entrepreneur initiative will need to define Marketing vs Communication vs Outreach. It was decided to plan the initiatives and organize in early September. Although we could put something in the next Pioneer. Who will do this?

4. **Board Retreat:** Bill said we need to have our Board retreat soon. It could be 6 hours on a Saturday or 2 evenings. Most wished 2 evenings. Pat will put out a “Doodle” to determine the best time for all. We all are to share Goals and Agenda suggestions with the Board.

5. **New Business:** Pat made a plea for reinstating a Choir Director. An anonymous donor gave \$1500 toward the \$4000 necessary. Tracy has said that over \$500 in additional funds have been raised so far. It was decided that Pat will put something in the Mini-Pioneer and weekly e-blast and June-July Pioneer asking for additional Choir Director donations. But all must be raised by July 30th.

There being no Old Business, the meeting was adjourned at 8:55pm.

Respectfully submitted,
Pat Vary, Secretary