

Gulf Cove United Methodist church

Experience – Embrace – Engage

Leadership Board Meeting

April 19, 2021 – 7:00pm

Attendees:

Joan Priest (Chair), Pastor Mike Weaver, Doreen Alvarez, Sue Betz, Jim Brown, Alfred Current, Anne Devilbiss, Dave Devilbiss, Beverly Fonder, Dave Fonder, John Furtado, Deb Howell, Carol McGuire, John McGuire, Rick Starck, Pastor Becky Stephenson, Sarah Taylor, Dawn Tesauro, Dana Hanson

The meeting was opened with the lighting of the candle representing Jesus Christ, followed by a devotion and prayer by Joan. Her devotion is reproduced at the end of these minutes.

Corrections to Previous Minutes: The recording secretary was not notified of a correction to the minutes of the 3/15/2021 meeting.

Opening Comments: Pastor Mike advised that a new members' class will be offered starting Sunday, May 16. It will be followed by Pastor Becky's Journey in Faith program. Pastor Mike has heard from parishioners that the music at all three services is on the upswing.

Staff Parish Relations: Doreen Alvarez advised that a team meeting is scheduled for mid-May, at which time the clergy evaluation is due. She and Dave Devilbiss will be conducting the parsonage walk-thru in the near future. Staff evaluations will be done shortly thereafter.

Soundboard Problems: Derek Hughes and Joe Pariseau experienced some major soundboard problems on Easter Sunday. Because trying to solve the problem took so much time, the Praise Band had insufficient time to properly warm up. Due to this type of problem which could recur, Derek and Joe queried whether additional time might be added *between* the first and second services on Sunday mornings. Pastor Mike opined that "many hands" were in the AV booth during the week before Easter, and perhaps that contributed to the Sunday morning problems. Joan Priest noted that the 8:00 service is usually done in 45-50 minutes, and the Praise Band could be ready to start as soon as it is over. Rick Starck mentioned that the UPS surge protectors which are being used in the AV booth and on the chancel should have protected against any lightning strike which may have occurred that week. It was felt that the situation be given a few more weeks to see how things go before we really consider changing the service times. The actual problem which occurred on Easter morning has not yet been determined, but everything is now working properly.

Finance: Dawn Tesauro advised that we are paying our bills, but at the end of March, in order to do so she had to pull \$10,000 from the first PPP loan (instead of from the Reserve Fund). Alfred Current said we recently received about \$56,000 under the second PPP loan; Dawn is making sure that all criteria are being met with the second PPP loan to ensure its eventual forgiveness. After going over the line item entries in an attempt to consolidate some of them, Dawn said that only a few accounts could be combined, and the overall amount is very small.

It was asked if there was any way to ascertain how much money was donated from people who view services online as compared to those who come in-person. Dawn said it would be almost impossible to determine since some who come in-person donate by check on Sunday, thru online, and by mailing checks to the office; and those who are online donate not only online but also by mailing checks to the office.

With regard to the shortage that was discussed at last month's Leadership Board meeting, Dawn advised that the difference resulted from donations made by two families; i.e., they made a large payments early in 2020 to cover all their donations for the rest of the year. This year, the amounts they paid early in 2021 were considerably less than what they paid in early 2020. The "prepayment" account represents amounts paid in one year to be credited as donations in the following year.

Request for New Cuba Account: Pastor Becky advised that she has accepted the position of Coordinator for the Camaguey District in Cuba, similar to the position that Dan Christopherson holds as Coordinator of the Holguin Norte District (the District in which our two sister churches are located). She explained that the desired way to receive donations for a district is that funds be sent to the coordinator. She asked if we could establish a separate line item for donations she receives. Alfred suggested an account be opened at Centennial Bank so that the funds Pastor Becky receives for the Camaguey District are clearly separated from funds received for our sister churches and for GCUMC. Those funds are maintained in Englewood Bank & Trust. No objections were posed to opening an account at Centennial (or using the current account that is located there).

Endowments: Rick Starck reported that at the end of the first quarter of 2021, 17 donors had made contributions to three endowment accounts in the total amount of \$48,791. Of this total, \$11,640 was given to the Expansion Endowment account which was just announced. Regarding a presentation to the congregation, he explained that we really need to have a panel of professionals who are expert in communicating the benefits of including endowment in their financial plans.

Trustees: Dave Devilbiss said the popcorn machine was received and is already being put to good use. The flagpole has been repaired. A contract to upgrade the glass entry doors has been awarded; it is hoped that they will last another 20-30 years.

Dave mentioned that he has made phone calls to people in our church, but they are not returning his calls. In addition, he is not being informed when trustee-type actions are being performed on church property. He asked that communications be improved on several levels.

He announced that a clean-up day will be scheduled for one Saturday in May. **He said if people have something in the church and they do not want it thrown out, they need to come and claim it.** Some items are being stored but have not been used in years.

The old piano in the sanctuary which was replaced last summer by the Baby Grand will be moved to the Music Room, #B.

EEE Experience: Sue Betz reported on March attendance. For the whole month, about 470 individuals watched online. For in-person services, the average per week was around 185. She reported that both the 8:00 and 11:00 services average 45-50 individuals, and the 9:30 service averages about 85. In-person attendance during Holy Week was: 60 kids & 60 parents at the Easter Egg Hunt, 20 at the Maundy Thursday service, 35 at the Good Friday service, and 280 at the four Easter services.

Alfred said that he and his wife watched the 9:30 service online last Sunday. Two observations he made were that the back of several heads filled the bottom portion of the picture, and several people were moving around quite a bit. He wondered if the camera could physically be placed higher. Dave and Pastor Mike said they would address the situation. Joan noted that Conference has been advising that audio-visual programs need to be improved at numerous churches. This is all the more important since online services will be continuing, in addition to in-person services.

EEE Embrace: Sarah Taylor read reports from the Men's Group and the Crafty Ladies. Their reports are reproduced at the end of these minutes. *A huge thank you is conveyed to both groups!*

Joan pointed out that the Men's Group continues to age-up, and currently ranges in age from 69 to 90. They need help with maintaining the grounds, and are planning to conduct grounds maintenance on at least some Saturdays when younger men and women might be able to assist.

Sarah reported that the Youth are not planning to attend any camps as a group, although some youth will be attending individually. After the meeting, it was decided that Move Up ceremonies would be held on Sunday, June 27.

It was suggested that each week a different ministry of the church be written up and included in the bulletin. A photo of the group could also be included.

The Family Hike will be held on Saturday, April 24, at Lemon Bay Park. There are a couple different trails, and people can even fish if they bring their own gear. People are asked to pack a lunch and bring sunscreen and bug spray.

Although the recent Outside Family Movie Night was forced inside because of rain, the event was successful and enjoyable, and will be repeated periodically in the future. Pastor Mike is aware that one of the outside families who attended the Easter Egg Hunt also attended the movie night.

EEE Engage:

Boy Scouts: Alfred Current said that our Boy Scout Troop 776 has doubled, with about 9 new scouts.

Cuba: John McGuire informed us that the Crafty Ladies have paid the pastors' salaries for our two sister churches in Cuba since we started supporting them! *Thank you, Ladies!*

Last August, we sent two cargo shipments to Cuba. One of the containers was finally released and the goods are being held in churches in Havana. However, the second container is still being held by Customs, which is basically closed. The goods (33 boxes, 2,000 pounds) have not yet been distributed to our sister churches because they want to deliver all the items from both containers in one trip because of fuel shortages and transportation difficulties. The other major factor which has affected us is that the cost to get things thru Customs used to cost \$0.80 a pound -- that fee has increased to about \$3.00 a pound. Unfortunately, the needs in Cuba are tremendous. There are shortages of everything. Our Team Cuba is working on a way to get \$2,500 to Cuba for critical needs, with the needs being defined by the District Superintendent.

Sue Betz mentioned that she met a woman last fall who was mailing a barrel of rice (Sue believed thru the U.S. Postal Service) direct to a church in Cuba. The woman said it was cheap to send. John McGuire said they had not heard anything like that, and would be interested in finding out the details. It was mentioned that we had previously been told that goods which are mailed to Cuba tend to “disappear” before they reach destinations in the far eastern end of the island, which is where our sister churches are located.

Pastor Becky informed us that in Cuba the term “mule” does not relate to drugs, as it does in the United States. In Cuba, a “mule” is someone who comes to the U.S., gather items, and physically carries those items on an airplane to Cuba. She said individuals fly back and forth for this sole purpose.

First Monday Supper: Anne Devilbiss said we served 182 meals on April 5. Quite a few people showed who had not called the church office to reserve a dinner. Some learned about the dinner thru the newspaper. Some parents who were picking up children from the Boys & Girls Club also took meals. Anne said a pamphlet about GCUMC is included with each meal.

Project Graduation: At last month’s Leadership Board meeting, we discussed GCUMC being the location for the Lemon Bay After-Graduation party. Pastor Mike said he met with a representative from this group. Although the group was extremely grateful that we offered our campus, he said they decided to shift to an outdoor venue which would also cater the event. As a result, the event will not be held at GCUMC.

Cove in the Classroom: Pastor Mike reminded us that this is our reading buddy program thru Big Brothers & Big Sisters. Although they cannot yet hold any reading sessions at area schools, they have started using our facility with children in the Boys & Girls Club. More children and their parents have indicated a desire to join in this program, so more adults are needed to assist with the reading.

Homeless Coalition: Pastor Mike recently met with some of their representatives. They need volunteers who can help serve the food, as well as perform other as-needed chores. We used to have a relationship with them by preparing, delivering, and serving a meal once or twice a month, but for various reasons the Coalition stopped having churches assist. However, they now want to reestablish those relationships.

MRE Family Picnic: Pastor Mike advised that Myakka River Elementary is still prohibited from having parents and other non-staff personnel on their grounds. They have asked if they could have a family picnic event here at GCUMC on some Saturday in May. Mike told them we would be happy to host it, and added that we could even show an outside movie for them.

Teacher Appreciation Week: Doreen Alvarez advised this occurs from May 2-8. Because of COVID restrictions, this year we would have to offer grab-and-go items. She mentioned that one person on Facebook said that the church that has adopted their school brings in fresh fruit and vegetables throughout the year and puts it in the teachers' refrigerator. Vineland has a plan for people to donate gift cards which can be distributed to the teachers and staff. Pastor Mike said he would contact MRE to find out what they were hoping to do this year. After discussion, it was felt that this year we should solicit donations and purchase gift cards, probably for both schools.

Police Officer Appreciation Week: This event is May 9-15. Dawn said she received an email from the Charlotte County Sheriff's Office about it and forwarded the email to a few people, but never received a reply. The email contained some fairly specific items that could be done. Dawn said she will ask for more information. She will also contact the Crafty Ladies to see if there is something that they make which could be included.

Key Performance Factors: Rick had two handouts which are reproduced at the end of these minutes. He is proposing that we adopt something similar to these handouts because we need to be able to identify our key factors and then track those factors to enable measuring our goals – especially when it comes to campus expansion.

The first handout was titled "Key Performance Indicators" and involves things considered by any business or organization which has a major goal. The one item in red is the leading indicator, which tells you what is about to happen. The items in blue are lagging indicators, which tell you how the leading indicator is performing. It was noted that we are already tracking attendance in most of the stated instances. Our dollar-giving is primarily in three parts: the weekly giving or tithing out of current income; endowment giving which we are just getting into and which usually comes out of assets; and capital campaign giving which we should be starting soon. Another indicator relates to how many volunteers and leaders we have in the church.

With regard to stories told, we convey to the community some of what we do, but not as much as we could. This would include passing along information such as our involvement with Cuba, our actions with regard to Teacher Appreciation Week or Police Officer Appreciation Week, our actions supporting the schools, etc. This type of information tells how Gulf Cove UMC participates and is a good neighbor in the community.

Another way to spread our story is to obtain the email address of everybody who attends a function here. Then in the future we can email them a copy of our "story" as we issue each new one. We would not say, "come join our church." Instead, we would say, "come join us in this good deed or endeavor."

A third way we could spread our story is to express more interest in the organizations with which we are already involved. For instance, Rick recently attended an Advisory Committee meeting

of the Boys & Girls Club, and ended up joining that committee. He also attended a Board of Directors meeting today which covered all three B&GC branches -- Port Charlotte, Punta Gorda, and Englewood (which now uses our campus).

Rick's second handout is a position description of a new position which could be created to perform many of the things identified in the Key Performance Indicators. He called the position a "Development Director" who in reality is a marketing professional. This position could be most beneficial in helping us expand our base, especially in light of the upcoming facility expansion. (And yes, he agreed hiring another person, as well as some of the criteria he identified, could be very controversial.)

Englewood Chamber's TMT: The blurb that Dana Hanson submits to the Chamber is published in a weekly email called "Two Minute Tuesday." The TMT is distributed to over 2,000 email addresses. By subscribing to the weekly TMT, we can see what other businesses and organizations are doing, and they can see what GCUMC is doing. All Leadership Board members are encouraged to ask to be included in their email list, which can be done at <https://www.Englewoodchamber.com/events-news/tmt-archive>. After you click on one of the archived copies of Two Minute Tuesday, click the "Join Our Email List" button at the top of the page.

Expansion Team: Joan Priest advised that a meeting is scheduled for tomorrow, 4/20/2021. Although we are not ready to formally start a capital campaign quite yet, certain things need to be addressed. The people we hire may have ideas or input that we should consider and fine tune for our specific needs.

Adjournment: The meeting was adjourned at 9:00pm with a prayer by Doreen Alvarez. The next Leadership Board meeting will be held on Monday, May 17, 2021, at 7:00pm. Pastor Mike will deliver the devotion.

Respectfully submitted,
Dana Hanson
Recording Secretary

Joan's Opening Remarks 4/19/2021

"Act wisely toward outsiders, making the most of the opportunity. Your speech should always be gracious and sprinkled with insight so that you may know how to respond to every person." **Colossians 4:5-6**

When our son was looking for a house, he was blessed to find a realtor who listened to his desires and needs. She took an interest in finding answers to what he was seeking. She was as excited as he when they found the answer to his search. She continued to go the extra mile and encourage throughout closing to ensure all possible obstacles would be overcome. She was as delighted as he when he received the keys.

What does this have to do with us? How often in our daily lives do we actually listen to the needs of others and offer creative and concrete ways in which we can assist? Whether still working or retired, how can each of us answer the needs of others?

We like to do things the way they've always been done. It's like putting our brains on automatic. We can often even anticipate typical responses. However, God's given us 2 ears, 1 mouth and a large brain. Imagine if we listened twice as much, talked 1/2 as much, and creatively thought about others' needs and possible solutions. Perhaps new innovating ways of connecting people to others might produce even better answers. Ways this can be accomplished is by being involved in the community. Service organizations offer networking opportunities, engaging with our neighbors, families, church friends, and co-workers. All provide sources of relationships that may produce solutions. Amazing answers materialize when we truly move outside our comfort zones by using our time, talents, gifts, and service in new and different ways.

This may sound familiar because it's the covenant we make with our church when becoming members. It's time to shake things up! I'm proposing as leaders of GC church and our community, we step outside our comfort zones in sharing God's love and grace through our time, talents, gifts, and service in more creative, intentional, and thought-stretching ways. Making disciples is allowing others to see in us, an inner glow, assurance, love, and grace that makes them desire to know its source. God speaks from heart to heart. When we are vulnerable and transparent in working with others, we are God's conduit.

I'm hoping we'll commit to being burden-sharers and active listeners, and be willing to go the extra mile in seeking to assist others in overcoming obstacles, as our son's realtor was. In this way, we may share in the excitement of good outcomes. Our charge is to plant and nourish the seed of Christ's love through spiritual and practical ways; then trust God to provide the fruit.

Men's Group

I am writing on behalf of the United Methodist Men, although we are not truly an official member of said organization exactly. We are the men of the church who maintain the church grounds and have continued to do so for many years so far. Unfortunately, we continue to be a group of older church members ranging in age from 69 to 90. We purchase and maintain most all of the lawn mowing equipment out of our group's own funds. In addition, we support the church financially as we can. This year it was through a \$600 payment to the church to offset the cost of a copier rental. We had supported the Boy Scouts until our funds were reduced to the point that we could no longer do so. We currently have \$4,745.71 on account in our checking. We plan to spend \$1,000 this week to pay Florida Vegetation Control to grind down our yard waste that we have been dumping into the back woods of our church property. We hope to have most of the existing vegetation back there ground up, along with everything except the mature trees. They will also remove the lower branches of the trees during this process. Our remaining funds will be used to continue to maintain our equipment.

We have assumed the responsibility of mowing the entire church property, including trimming the weeds along the building. We pick up pinecones and downed tree branches, and grade areas where the pigs have rooted around. We assist in projects such as cleaning up the gardens at the entrance to the church near the modulars. We have helped other groups by picking up lumber from Home Depot, aiding in rebuilding modular steps and the approach to our storage shed, and many other projects. We refill the altar candles weekly, and sort out the bread and pastries from Publix every week for parishioners to help themselves to. We have the responsibility of ordering, picking up, and delivering new name tags for members at a reduced cost.

In the months to come, we are looking into offering the church a Saturday mowing opportunity for members to volunteer to help with our work. This could include men and women. We have equipment that we are willing to train volunteers to use if any are interested. We would welcome younger members to help trim weeds and pick up debris. We are currently cleaning up the entrance drive, by cleaning the curb lines and removing weeds along the ditch at the entrance.

We feel we provide a very important service to the church saving our members thousands of dollars per year that they would otherwise have to pay for. The only funds we have are earned at our Barn Sales, which normally occur in April and November, although we did not have a sale this month.

Sincerely,
Tom Eisele and the Members of the Men's Group

Crafty Ladies

2020 was a crazy year so I'm giving you figures for both 2019 and 2020.

2019			2020		
Jan	\$600	Church Copier	Jan	\$600	Church Copier
Feb	500	Habitat		100	Habitat
March	100	Kairos	March	100	Kairos
April	5,000	Trustees Security Plan		30	Altar Flowers
May	235	Girl Scouts		500	General Fund
July	2,000	Church Refrigerator	April	1,000	General Fund
Sept	250	In Honor of Barb	June	1,500	For Audio Visual
	100	Kairos	July	720	Cuba Salaries
Oct	30	Altar Flowers	Nov	200	Children's Home Christmas
	200	Youth Group			
	160	Girl Scouts	Total	\$4,750	
Nov	1,000	General Fund			
	500	Toward Ice Machine			
Total	\$10,675				

Helen Boyce's departure left a whole in our group, but we are doing our best to keep up in the unusual situation the world is in now. We have our "store" which is open every Thursday, plus people call us and meet us here at other times. There are some Thursdays we don't take in any money, but then there are weeks, like this week, where we took in over \$400.

Looking forward, I'm sure we can continue to be a benefit to the church as long as we have the space to work and have our "store".

We are hoping the expansion team can provide enough space to keep us going. We have some money set aside to help build storage and store displays if we are provided an area to keep Crafty Ladies growing.

Sincerely,
 MaryEllen Eisele and the Members of Crafty Ladies

KEY PERFORMANCE INDICATORS FOR GCUMC

Last revision: 4/22/2021 8:10:00 PM

Filename: F:\Documents\GCUMC\Leadership\KEY PERFORMANCE INDICATORS FOR GCUMC.docx

Key performance indicators are simply a way to measure progress toward a goal by focusing on strategic and operational improvement. Peter Drucker famously said. "What gets measured gets done."

GREAT COMMISSION: Go to all nations and teach all people to be disciples of Jesus Christ.

The Great Commission is the ultimate goal of our church. To measure our progress, we need to count the number of people who begin to believe in Jesus Christ. We also need to measure the depth of a person's belief. While it is impossible to measure these things, we can measure some other indicators.

1. Attendance at Sunday services by week (week, month, year)
2. Attendance at ministry events by event (week, month, year)
3. Giving \$ (week, month, year includes tithing, endowments, capital campaigns)
4. Volunteer/Leader count (week, month, year)
5. Stories told count (days x circulation)
 - a. Advertisement
 - b. Press releases
 - c. Articles
 - d. Emails/SMS
6. Email/SMS list count (week, month, year)

Blue is lagging. Red is leading.

The Leadership Board should review our performance each month.

POSITION DESCRIPTION

Last revision: 4/22/2021 8:10:00 PM

Filename: F:\Documents\GCUMC\Campus Expansion\POSITION DESCRIPTION.docx

TITLE: Development Director

REPORTS TO: Leadership Board Chair or possibly a development team leader

PRIMARY OBJECTIVE:

Grow donations, attendance, and membership by telling the story of how GCUMC, as an integral part of the community, can multiply financial and service contributions resulting in significant community benefits.

JOB RESPONSIBILITIES:

- Develop and implement written marketing and public relations strategies designed to build community appreciation and support GCUMC programs, services, and activities.
- Implement and maintain a calendar of marketing and public relations events.
- Recruit and train church/community volunteers in support of GCUMC activities.
- Build and maintain an email/SMS list of interested businesses, people, clubs, and civic organizations.
- Recognize contributions with acknowledgment letters or special recognition events.
- Plan and implement special events/fundraisers for community participation.
- Plan, create, schedule, and publish ads, stories, articles, bulletins, etc., to tell our story. Use appropriate media (newspapers, magazines, radio, TV, cable, social media, website, email, and direct mail). Analyze results and modify to optimize.
- Compile monthly status reports for the Leadership Board.
- Control expenses against budget. Manage vendors and consultants to ensure timely, cost-effective delivery of products and services.
- Establish and maintain procedures and formats for marketing and public relations materials and activities.
- Contribute to GCUMC operational planning, identifying opportunities to promote services programs and activities.
- Perform other related duties and responsibilities as required or assigned.

RELATIONSHIPS:

Internal: Maintain close, daily contact with church staff, committees, ministries, and volunteers. Seek information regarding upcoming activities to include in publications. Discuss issues and counsel on development guidelines/instructions.

External: Maintain contact with the community and corporate leaders, media contacts, civic organizations, schools, parents, and residents to encourage participation in events and collect information regarding activities and needs.

SKILLS/KNOWLEDGE REQUIRED:

- Bachelor's degree or equivalent experience
- Superior writing, editing, and verbal communication skills
- Minimum two years work experience with emphasis on marketing, fundraising, budgeting, and public relations
- Skilled with the use of desktop publishing, word processing, spreadsheets, email systems, and other related computer applications

PERFORMANCE MEASURES:

- Growth in donations
- Growth in attendance
- Growth in membership
- Growth in volunteers

SALARY & BENEFITS:

- \$33k - \$69k including medical
- Incentive bonus based on performance measures
- No retirement benefits
- This position could be as an independent contractor