

**Church Council Minutes**  
**Thursday October 20, 2011**

**Meeting opened at 7:05 p.m.**

**Members Present**

Gary Daniels  
Pat Ambrose  
Jeff Sparks  
John Norman  
Eddie Pipkin  
Janice Adams  
Kathy Reiber  
Kathy Tschanz  
LeeAnn Inman  
Cris Williams  
John Miles  
John Gordon  
Julie Chatfield  
Larry Myer

**Opening prayer**-LeeAnn Inman

**Call to order:** Cris Williams- John Gordon motioned to accept minutes from September 2011, John Miles 2<sup>nd</sup>. Approved.

**Church Conference:**

- Leeann shared that we had a staff retreat in New Smyrna Beach on October 1st.
- We discussed the Missional Vital Signs of our church and brainstormed ideas.
- Leeann opened the floor to Eddie who compiled the notes into a report.
- The purpose for the reports is to generate discussion in our church and during the Church Conference on November 6<sup>th</sup>, 2011.
- We were able to look back at numbers because Jana has kept good track and we used those figures along with our retreat notes to help create our projected statistics.
- We agreed that some areas should be a 5% growth while in some cases we felt more than 5% was possible.

### **Passionate Worship-**

- Our projected increase was 7%.
- We need to provide numerical targets for 5 years.
- Beyond the first year, we increased our projections by 5%.
- Gary asked if there was a point, once we hit these goals, which determined whether we added more services?
- Leeann responded that 80% of capacity is the general rule.
- Leeann noted that we are not there yet, though there are days it seems we are.
- Leeann also stated that a solution to spreading out attendance might be to differentiate our services, making 11:00 more traditional and 9:30 more edgy.
- We can also look at re vamping CenterPeace to help with the growth.
- We have a date with various groups to find out how to better serve families during CenterPeace.
- Though the people who come to CenterPeace are committed, there are many who do not show up for this neat opportunity.
- Cris asked if these numbers include Christmas and Easter.
- Eddie responded yes, and stated that the effect is very consistent.
- LeeAnn reminded us that this year Christmas falls on Sunday and we have scheduled one service on Sunday at 10:15 a.m.
- We will provide a solid opportunity that overlaps both service times.
- Christmas day is a very important time to worship and we are looking forward to starting a worship service on Christmas Day even when it's not on Christmas.
- John Miles wondered if this metric definition used came from the Florida Conference?
- Leeann answered that it was staff that determined the 5%.
- Eddie clarified that it was the Conference initiating the necessity for this visional report, but a staff decision on the metric.
- It was stated that the more passionate your worship, the more people will come- thus Passionate Worship.
- Eddie mentioned that the 9:30 was the break point when it comes to making decisions. We are looking forward to dealing with that problem.

### **Radical Hospitality-**

- Comprised from professions of faith.
- We have done very well with this in 2011.
- It is comprised of new people who want to be a part of what is going on here.
- Cris asked if the youth confirmation classes count?
- It was confirmed yes.
- It was mentioned that if we push into the community it should result in people wanting to be a part of what's going on.

### **Intentional Discipling-**

- This means- groups that come together who talk about scripture, pray and talk about Jesus Christ.
- Our projections may be skewed because of how they are counted.
- For example, we realized that we were not counting youth even though they do break out in to small groups.
- During the Staff Retreat, we talked about people in their busy lives and how to get people involved.
- The web ministry is going to be huge in this area.
- Cris asked if virtual groups would count?
- Jeff asked why women were singled out?
- It was pointed out that UMW was singled out because of their circles.
- Jeff asked if we could also emphasize men in that group as well?
- Leeann agreed to add men to this group.

### **Salty Service-**

- Salty Service measures what people do in the community outside the church.
- There are two things in terms of measuring- the first is to make sure people understand what this is about and the other is educating and then getting them to report.
- Jana keeps track, especially during relay for life.
- Janice asked if financial giving counted as Salty Service.
- Eddie replied that they are measuring hands on service.
- Larry inquired where Biker Sunday falls.
- Eddie said it doesn't.
- Leeann inquired whether Biker Sunday and Trunk or Treat should count because they reach and serve the community even though they were on campus.
- It was recommended that we talk about this with Jana as far as the current numbers.
- Kathy expressed that it shouldn't matter where it occurs because it is still outreach.
- Leeann agreed that we are reaching and serving the community.
- John N felt that it should count only if we are out in the community and inviting people here.
- It was argued that Salty Service is encouraging people to go out into the community and serve on the communities' turf where it might be more comfortable not inviting them to our building.
- Eddie expressed that he didn't think Jana counted those opportunities but felt we need to resolve it in some way.
- Leeann will make a call to Janet Kelly and ask her opinion since she is the one who keeps track of those numbers.
- Overall we need to help people understand that their gifts outside the church count towards Salty Service.

- John Gordon added to the discussion asking that we clarify the definition of Salty Service and then communicate the meaning of it so that people know how to notate it.
- Gary wondered how this process led to more people doing things?
- Leeann said by accountability.
- John Gordon also supported that it ties people back to Peace and helps to enhance their love for Christ. It helps make sure that people know there is a light.
- Leeann stated that sharing the data helps you to do your service by reflecting Gods light. Part of it is self-awareness. When people find someone who is excited and then connect because of it then it continues to grow.
- Gary expressed that he's seen this over the years. We do this once a year and then we don't talk about it throughout the year. We need to look at these numbers often.
- Eddie agreed that we needed to define success by looking at ministry. It's interesting to come back and look at it.
- Leeann said that these metrics were born out of concern from the unhealthy statistics from the greater church. We are trying to turn it around to find ways to grow as a Christian community.
- Leeann shared that maybe once per month we have a Salty Service moment to help bring it to everyone's attention.
- Eddie said that we think there is a lot more of the Salty Service occurring but it's not recorded.
- Eddie also asked if we needed a definition of Salty Service.

### **Extravagant Generosity-**

- John Gordon questioned where marketing falls with these projections.
- These projections are action plans and thoughts and how we are going to reach some of those goals.
- John asked if it was appropriate to consider marketing here?
- Leeann agreed that marketing is totally appropriate.
- During our staff retreat you will notice one segment of web ministry is about marketing.
- The web ministry will be reaching people that we would not be able to reach any other way.
- It was stated that there is a huge need for us to be more out there.
- Some marketing happens by virtue of our Christian witness.
- It's the most important but not the only one.
- We had a new idea to celebrate the national day of prayer by inviting the community to come here and pray. We would provide prayer stations and opportunities for people to be prayed for.
- It was stated that this couldn't be done without marketing.

- John offered that there are other potential opportunities besides the Hunters Creek Magazine such as bumper stickers, and the ongoing service that radio stations provide.
- Cris asked if we were looking for everyone to agree with the data?
- Leeann stated that she wanted a general consensus from the Council so that this information could be shared at the Church Conference on November 6<sup>th</sup>.
- Pat asked if we needed a motion.
- Pat motions to turn document in. Gary second. John reminded us to add men and to look at where marketing can assist in reaching God's goals.
- John G mentioned that he was a big advocate of marketing and was willing to meet with a group of people to put together some ideas.
- Leeann suggested Andrew Gammon.
- John G asked if there was an objection to which Leeann stated no. Leeann also asked Eddie if he would be willing to figure out where to write Marketing in our projections.
- Cris pointed out that the only other thing that might change is the definition of Salty Service.
- The document was passed.

#### **Web Ministry- Gary Daniels**

- Gary filled in for Cindy who was not able to be there.
- Gary gave a basic overview of what has been going on.
- They are trying to lock down the design asking what we want from the web ministry rather than what it can do?
- The team conducted an online survey receiving about 25 responses.
- Cindy sent it out to some on the web team and will eventually pass it along to everyone.
- The team had a workshop on September 17<sup>th</sup> in hopes to point people in the right directions.
- The goal is to reach people who may never come through our doors.
- The goal is also to look at resources already available.
- This Web Ministry will only be successful if everyone participates to make it work.
- It has to be relevant to all ministries.
- Leeann stated she was excited to begin the process of finding and reaching out to people through the web ministry-directing them to the church.
- Gary noted that we have the luxury of not starting from scratch because the groups are doing a good job and already draw people here.
- The next step is that we need ideas from each ministry?
- Gary asked if we want online surveys to get ideas from small groups?
- We are already interested in having a blog around our 20<sup>th</sup> anniversary.
- Eddie shared that there will be 3 blogs running by this weekend.
- Gary expressed that it's great news to already have this in progress.

- A key meeting date is set for February 7<sup>th</sup>. The hope is a very aggressive attainable goal launching around Lent.
- Gary invited input from this group. How do we engage and include you so that it doesn't fizzle out?
- Larry mentioned that his blog will start tomorrow reminding all that it's interactive. The author makes a post and everyone has the ability to comment on it. It's a great way to get more people involved. Larry expects/hopes that everybody will comment.
- Eddie stated that the blog doesn't push out- it's a come to.
- Larry supported that it will have a link to the web email so you can click and then comment.
- John Gordon questioned about a discussion on the adverse effects?
- Gary shared that they had talked about it and wished Cindy was available to comment because she had a great response.
- The point was made that someone might not be comfortable coming through the door and in that case you can reach him or her through this venue.
- Leeann noted that it was revelatory for her when Alex shared visuals on the computer screen that included a virtual tour of churches. Alex shared that there are others like him who like to see a place before going there. Seeing something like this would make him feel comfortable and he knows others who feel the same.
- John Gordon agreed with the theory of finding a balance and asked us to understand the potential offset especially with everyone's life so busy. People may wish to worship at home.
- Gary stated that he didn't share the same concern, but understood why it was one.
- Eddie expressed that it's the power of narrative. Like a bulletin board. Imagine a world where someone can hear and see and want to be a part of what is happening- that's the power of technology.
- Jeff questioned how we could measure activity to keep metrics updated?
- Leeann shared of two people who listened to a whole service on the web before they asked LeeAnn to officiate their wedding.
- John N suggested that there were a lots of ways to keep track of metrics especially because you can tell where people go once someone hits a website.
- Leeann mentioned that part of it was connecting people with service in the community.
- Gary questioned how it impacted the various ministry areas?
- Eddie asked when he's with his ministry area, what should he ask?
- Gary answered that Cindy was working on that.
- Leeann shared that there would be an open meeting on the February 7<sup>th</sup> and to watch the enews for times. All were invited.
- Cris clarified that Cindy will provide the questions and then we are to go back to our committees and have a discussion.
- Pat suggested a daily scripture on our weekly topic that would pop up on our phones.

- Leeann shared that she loved the idea but also expressed concern about who would keep it consistent.
- She also wondered if she would have time during her preparation schedule.
- Gary supported that it wasn't easy. It takes work. People have spiritual gifts and we need to encourage them to be a part. There are plenty of reasons why we don't do it. But there are also a lot of good reasons that we should do it.

### **Additional Business**

#### *Staff Parish*

- Pat Ambrose would like to recommend Eddie Pipkin for the local pastor's license during our Church Conference. We need approval:
- Leeann asked Eddie to share why he wants to go through the process.
- Eddie expressed that when he wakes up in the morning he realizes that this is who he was meant to be. He shared that it's been a pretty amazing spirit led process and is very excited about the opportunity, understanding that it is set up to test the depth of that call. He is looking forward to going through the hoops and seeing what God wants him to do.
- Pat shared that it will benefit both sides.
- Leeann expressed that it is our job to affirm Eddie's desire to explore his call. We send him with our blessing into this process, which is part of why it requires a vote at Church Conference.
- John N agreed that the church would benefit from Eddie doing this.
- Cris stated that unless there were any objections, to go forth.
- Pat also shared that at Church Conference, we will have to set our Senior Pastors salary. Staff parish would like to recommend a 3% increase.
- Pat would also like to recommend a 5% increase for staff.
- John G expressed that he would like to bring that to the finance committee.
- Pat would like to get the staff back to where they were and then some.
- John expressed that it's great to talk about here because it's important.

#### *Trustees-*

- Leeann reminded everyone of the campus work day Saturday from 8:30 a.m. -12:00 p.m.
- John G asked if there was a chance for alternate workdays, so those who cannot participate on Saturday's had the opportunity to help.
- It was suggested to create a list of things that need to be done for those circumstances, allowing someone to come on their own schedule.
- Jeff agreed that if there was a way to publicize it, that would be great.
- Kathy suggested posting the list for when an individual had the time.

#### *Technology-*

- John Miles mentioned that he and Eric would like to replace the theatrical lighting with LED lighting. It will save money and time. He suggested we replace them in pairs. This needs to be done because the manufactures change models, which could change the color of the light and ultimately change our consistent look.

- Leeann recommended that this be taken up with Finance during our budgeting process.

*Finance-*

- Cris brought to our attention that an outside individual wanted to sell ice cream on our portico during worship to help raise money for Relay for Life.
- Leeann expressed concerned about someone else coming because it creates a situation that might encourage other outside vendors to want this opportunity.
- Cris expressed that her personal thought was no, but she wanted others thoughts.
- Pat agrees sales need to stay within the church.
- John G shared that September was not a very positive month.
- It was the result of 3 payrolls and left over Youth summer items resulting in a \$15,000.00 deficit.
- This is not unexpected. September is typically a rough month.
- October is strong and we are going into a better part of the financial period for Peace.
- Connectional giving has been paid up to date.
- On the bright side, alarm bells are not going off. We feel positive.

Closing prayer- Eddie

Meeting adjourned- 8:52 p.m.

Additional Reports are attached.