

PEACE UNITED METHODIST CHURCH CHURCH COUNCIL

Meeting Minutes February 20, 2014

Opening: Cris Williams called the regular meeting of the Church Council to order at 7:05 p.m. on February 20th, 2014 at Peace United Methodist Church. We opened with prayer led by Leeann Inman.

Attendees: Larry Myers, Faye Myers, Pat Ambrose, Drew Emerson, Ken White, John Gordon, Leeann Inman, Julie Chatfield, Cris Williams, Eddie Pipkin, Janice Adams, Cindy Wheatly, Gary Daniels.

A. Approval of April Minutes

- Julie Chatfield emailed December meeting minutes in advance for review.
- Cris asked for motion to approve the minutes.
- Eddie Pipkin commented that there are no additional written charge conference minutes. The data turned in to the conference is counted as the minutes.
- John Gordon made the motion and Ken White seconded the motion.
- December Minutes unanimously approved and are now posted on the website.

B. Communications - Larry Myers

- **Facebook:**
- Our new way of advertising on Facebook helped our very successful Biker Sunday.
- We paid \$99.62 for an ad to appear on Facebook lasting two weeks and ending on Sunday February 16th and got over 2 million impressions with over 100,000 unique people seeing the ad.
- Cris asked if we solved the problem with the radius of people we were reaching. Larry replied that this time our radius was 25 mile though we don't know where the 25 mile radius specifically starts. The intent is that it starts with the Hunters Creek zip code.
- The goal is to reach the right people so then the word spreads.
- We got interest from Bikers Post and also had some traffic from New York.
- Leeann complimented Eddie of the preliminary work by the Biker Sunday team.
- It was questioned if when Bikers register we ask questions about how they heard about us? The answer was no.
- Larry reminded that we used for Christmas Eve and would like to send out an ad for Easter Sunday and Holy Week.

- John shared congratulations regarding Christmas Eve being the largest offering we had in a long time.
- It was also mentioned that Biker Sunday probably had more people attending because of these ads.
- Eddie supported that this form of advertising was the marketing of the future.
- **General Advertising:**
- Ken was approached about ads from local businesses to support our website.
- A previous discussion Council determined to let Church Members take advantage of this first

C. **Technical Update- Ken White (documents attached)**

- Church council previously approved a technical upgrade and Ken presented quotes as well as a visual aid. Attending Council went into the sanctuary to look at a possible screen dimensions.
- Council had difficulty ascertaining the look and feel. Many questions and comments including: Could we compare the scale between our current screen and new screen options; would the font size be adjustable or would there be fewer words; (per Ken, Wendy indicated fonts could be manipulated); Can screen be reformatted by the computer; how many panels would we need; each panel has a video processor and can be replaced individually
- Ken relayed an update on what's been done in the booth so far which included an upgraded computer and software, new chair, and rewiring of new software, as well as a pending upgrade to Pro-Presenter.
- Gary shared concern about the resolution stating that there is usually a reason for a big price difference. Ken suggested visiting a local store where we can all see the screens on display.
- Cris, Drew & John concurred that seeing the panels would help make a decision, especially if we could see them side by side.
- All questions to be sent to Cris to ensure all questions are answered
- Leeann expressed that it was good to rehash all these questions because we want to be sure we make the best purchase.
- Gratitude was shared for all of Ken's hard work.
- The general consensus regarding the video media is that something needs to be done. We want to make this as easy as possible.
- Ken reminded us that upon making the decision, it's about 30-40 day build time.

D. **Leadership – Leeann Inman**

- There have been some changes and additions to Leadership. We have 3 vacancies on the Trustees, two spots on Finance and one on SPRC. If you have suggestions for the trustees please pass along to Leeann and Larry.
- We will be starting our next series, the God Story, which will carry us through Easter.

E. Finance- John Gordon – Documents attached.

- Shared a summary of 2013 Jan-Dec. If you have questions about the financial details you can ask John or Julie for copies of more detailed financial reports.
- We have a nice surprise this week that Drew will tell you about involving a positive impact.
- January financials hurt, but we are confident we will recover. It was a three pay period month.
- **Capital Campaign:**
- We shared a discussion of our 2014 Priorities and Initiatives and the plan to hold a Capital Campaign. This includes the technical upgrade Ken shared as well as the huge trustee list.
- Tying this campaign to our vision is critical. We've been hearing and talking about a vision. Do we want to revisit our current vision or use it?
- There is also excitement that the mortgage will be paid off at the end of the year, which needs to be evaluated in conjunction with this work. Our strategy should be to focus and sort through our priorities, and then bring it back to Council.
- Part of our vision will be what we are doing beyond these walls and will also include outreach and mission as well as spiritual formation.
- Our vision should include an evaluation of the work done a couple years ago. Cindy met an employee at Asbury who works with churches to help them come up with a strategy and a vision. The biggest suggestion was to start with discipleship. Also keep your mission simple.
- Emphasis should be to focus on one or two things and do them well. Drew mentioned the book Good to Great and how it recommends charitable organizations to pick one thing and stick with it.
- Everything falls out of discipleship.
- The current mission statement is- Making disciples for Jesus Christ for the transformation of the world.

Trustees – Drew Emerson

- The contractor being awarded the second phase of roadwork would like to use our property effective immediately. They want to use property before our existing contractor is gone and we are going to stage them behind the current contractor. That means for two or three months we will be doubling our income with the leased property.
- When the first contractor leaves they will restore the property. The only challenge is sharing our driveway, which still needs to be worked out.
- John suggested we reach out to John Racnic because he was pushing pretty hard for this opportunity for us.
- Trustees got approval from finance to initiate several projects so we are excited about getting them done. One project is regarding the trim and though not required, we do want to include HC Association regarding the paint colors.

- It was questioned if there was any passion about a specific color? It was shared that the color should be brown.
- Wires were disconnected from the playground lights. Bob Anderson also removed the light pole located on the playground.
- It was commended that the Boy Scout project turned out great.
- There is going to be a workday on April 5th and we need to do a sign up. 8:30 a.m.- 1:00 p.m.

E. Outreach- Pat Ambrose

- We have been talking about a “Cross” walk with Greenway for Easter.
- This would involve leaving Greenway with a cross and walking to Peace Church. Then closing with some sort of service. We discussed doing it mid afternoon.
- It was questioned if we had to get a permit? There has not been discussion regarding permits.
- Another idea was to have a low key event about people’s passion and what we’d like to do outside of the church. Perhaps doing it around the camp fire
- We are looking at Osceola County and focusing on Kissimmee. There is a huge opportunity for outreach there.

F. Additional Notes-

- We are going to have a visit from Rev. Stubbs from UM St. Michaels to kick off our God Story Series.
- We’ve already got plans to connect our Youth Groups and for them to worship in August.
- We also hope for our Youth to visit them in the Bahamas the following summer.

G. UMW - Faye Myers

- There is a meeting April 12th- we are going to have the Children’s Home Come to talk about Foster Care. They need parents.

Meeting Adjourned at 9:04 p.m.