

Church of the Larger Fellowship (CLF)

Board of Directors Meeting

October 25, 26, 2013

MINUTES

Present: Stefan Jonasson, Alison Miller, Ken Gross, Sharon Blevins, Charles Du Mond, Adam Gerhardstein, Brad Greeley, Arif Mamdani, Rebecca Scott

Staff: Meg Riley, Lorraine Dennis, Lisa Kielt

1. Welcome to all and introductions of new Board members - Stefan

2. Staff Reports

Meg: Board members have received a copy of the report we recently send to Veatch, which contains analytics and stats on programs and the websites. We anticipate that Veatch will give us another grant in 2014 for \$30,000.

Meg also reported that we are holding a class called 21st Century Ministry for congregations who want to learn from us regarding social media. The class has 11 congregations enrolled and will meet twice a month through May 2014. Meg, Tim Atkins, Terri Burnor, and Linda Berez are staffing the class. We are becoming a teaching congregation and sharing our knowledge with other congregations in the movement.

The CLF is participating in a joint campaign with the UUA, the UUSC, Meadville Lombard, Starr King, and the UUMA. Meg is learning a lot in the meetings since most of these organizations are far ahead of us in major gifts fundraising. The plan is for all organizations to launch the combined campaign at GA in 2015. We hope to have secured at least 50% of the goal before that launch.

We have six interns this fall and they are all fabulous. We are very excited about the programs and services they are planning. Meg is considering a collaboration with Starr King where she would teach a class for them and they would provide interns to the CLF.

Meg reported that Chris Antal, who is affiliated with the CLF, is no longer in the Army. The Board decided to continue the affiliation, but to take each request for affiliation as it comes and not make a blanket decision for or against affiliation at this time.

Cassandra (Cassi) Hartley, ministerial intern, was able to join the meeting for the afternoon session.

Lorraine: the move to 24 Farnsworth Street has created a lot of work for the Boston staff since almost all files will be gone through, redirected to Harvard Archives, to file storage (accounting records), or recycled/shredded. The process has been very time consuming, though with Beth Murray leading the Filing Brigade, we are very organized. At this time, the build-out at 24 has not begun, so the March move date isn't expected to happen. The CLF is trying to stay under the radar as much as possible though we are cooperating with all the UUA requests regarding the move. The Board will go on a tour of 24 this afternoon at 4:00PM with the staff from the UUA Stewardship & Development Dept.

3. Ordination of Lara Campbell - Meg

One of our second-year interns, Lara Campbell, has asked that the CLF co-ordain her with the UU congregation in Mt. Kisco, New York, her bricks-and-mortar internship. After discussion the Board asked the staff to check on these things:

That there is no cost to the CLF

That the intern is currently interning with us.

That we consult the UUA Director of Ministry for advice.

That we educate the congregation and create a way for CLF members to attend virtually.

Assuming positive answers to all these questions, the Board voted on this motion:

Motion: That the CLF Board of Directors recommend to the congregation that we co-ordain Lara Campbell to the UU ministry in cooperation with the UU Fellowship of North Westchester, in Mt. Kisco, NY and that a special congregational meeting be called to means of a conference call to approve the ordination. (Charles/Arif) Passed unanimously.

4. Fundraising Report – Meg, Lorraine, Lisa

The staff is very concerned about the steep climb we have to reach the year-end goal for contributions this year. Though we are in far better shape financially than we were last year at this time, the budget expects \$133,425 and we have a shortfall presently of \$9,225 in contributions. The concern is that we will not reach the expected goal. The staff will make every effort to raise the money, including a mailing that is just arriving in homes this week and another year end mailing in November. We will use social media and email also to be most effective. We plan to spread the contributions part of the budget differently in 2014, to put more emphasis on the beginning of the year so we will not have this problem again next year.

Lisa will include Board members in all solicitations. We will be segmenting appeals going forward and we will sharing stories to encourage more giving.

Ken Gross pointed out that we will need to assist the budget while we continue to work on a major gifts campaign and taking more money from investments is a good investment in the CLF.

Motion: Starting in 2013, the Board approves setting the rate of the draw from investments up to 7% if needed. (Ken/Brad) Passed unanimously.

Ken also told the board that there will be more discussion of the endowment/investments at the March Board meeting so there is more clarity for Board members about where money is invested.

5. Discussion of Major Gifts fundraising – Katrina Bergman and Cameron Archibald, UUA staff

Katrina and Cameron gave some introductory information about the Collaborative Campaign. The campaign will raise money for technology, global vision, the post-denominational world, and leadership development. The public launch is expected in June 2015. Communication about the campaign from UUA staff begins in November 2013.

There was discussion about donors and prospects - who they are and what they expect. At this point a \$500+ giver to the CLF is a major donor. We will need to reach out to other UUs with many different appeals to grow our donor base. Donor research and cultivation is critical to our success.

Rebecca suggested that we consider combining members with supporters using the WGBH model. We could offer webinars showing our online ministry/cutting edge programming. Capturing the names and email addresses of website visitors is important, too. Based on the current budget, CLF's cost per member is \$540. We could break down other costs – cost per service? Cost per week? We could post donors names online (with permission). We could ask ministers to make a gift to receive Quest – how much would we save if we stopped sending Quest to non-member ministers? Lorraine will review.

We can use Zoom to introduce CLF – invite people to join us on Zoom to “make it real.” Could we do multiple Zoom house parties?

We need to work out a pyramid for a \$1,000,000 campaign. We will shape a polished presentation without being too fancy. Could we host an online YRUU Reunion Worship Service? How about an LRY Reunion?

Lorraine will send all donors who are in Manitoba and North Dakota to Stefan. She will also email the analytics report to all board members.

Recess to take a tour of 24 Farnsworth Street – new CLF location when we move with the UUA.

Saturday, October 26, 2014 - Reconvene

6. Financial Reports – Lorraine and Ken

The Operating statements show a deficit through September 30, 2013 of -\$6,921 with a shortfall in the contributions line of \$9,225. The staff is concerned about the last three months of the year since the budget expectations for contributions are very challenging. Ken Gross, Treasurer, told the board that the detail for the Temporarily Restricted Funds (TRF), where we track grants awards and expenditures, is available, so Lorraine will send it to everyone.

There was a great deal of discussion about staffing for 2014, especially for a full-time fundraiser. The staff will do more research on this and report back to the board at its next meeting.

The 2014 budget was presented and there was much discussion about the contributions line. The Board cut the 4000 line by \$10,000 and added \$10,000 to the 4200 Draw from Investments line.

The Board decided to pass a provisional budget and review the 2014 budget at its meeting in March 2014 after the 2013 year-end numbers are available. It is the Board's intention to incorporate staff increases for 2014 that are retroactive.

Motion: To pass a provisional budget for 2014 and in March the Board will vote on the final 2014 budget. (Ken/Brad) Passed.

7. Minutes of March 2013 meeting

Motion: To approve the minutes of the March 2013 meeting. (Brad/Adam) Passed.

Motion: To extend the Board's heartfelt thanks to Lucia Santini Field for her work on the CLF Board. (Brad/Charles) Passed.

8. Nominating Committee

Since Lucia must leave the Board and cannot continue as Clerk, Rebecca Scott, who lives in Massachusetts as required by law, will serve out the remainder of Lucia's term. Lorraine will send the Nominating Terms grid to Rebecca.

Alison and Brad are up for re-election. They will need to decide if they are staying on for a second term. Stefan's six years will end this year, so he will be going off the Board.

The Board did some brainstorming about prospects for the Board. Jinnah Hosein, a friend of Alison's from her YRUU days, and who works at Google, is an excellent prospect – young, tech savvy, west coast.

Qualities we need on the Board: Financial Acumen, knowledge of UU and international issues and congregational life. Are the people from the largest congregations who could be recruited for CLF leadership? (Dallas, Tulsa) Also former UUA Board members?

Motion: to appoint Rebecca Scott Clerk of the CLF for remainder of the 1-year term vacated by Lucia Santini Field. (Ken/Brad) Passed.

Motion: To adjourn. (Brad/Ken) Passed.

Following the meeting, the Board held a video open house and chatted with several CLF members who tuned in online at Zoom.us.