

UUCC Board of Trustees

February 16, 2022

6:30 pm

Attendees: *Chen Zhang, Andy Foskey, Sally Peixoto, Judy Gallagher, Farin Cloyd, Rodger Miller, Amanda Schuber, Amy Kusman, John Standridge, Christian Horvath, Rev. Mandy Goheen*

Opening Words/Chalice Lighting: Rodger Miller

- a. What word or image stays with you from this passage?
- b. How does this passage touch you personally?
- c. How might this passage inform our work this evening?


Check-In

Read the [Board Covenant](#).

Consent Items:

- Minutes
 - Treasurer's Report
 - VP Reports (See at end of Minutes)
- Minutes/Reports unanimously approved*

Information/Planning:

- **Topic: 70th Anniversary unbudgeted expenses**
The Finance Committee informs the Board about its recommendation to add an unbudgeted expense account in the program expenses section of the income/expense statement. Purpose is to track any expenses for events celebrating our 70th anniversary. The costs are expected to remain small and the goal is to remain within the total budget for program expenses (only 28% has been used up after 7 months of the church year).
- *Board has taken information into consideration and looking forward to all anniversary related happenings!*
- **Sign up for service reps:**  Sunday Service Representatives February-April 2022

Keep in Mind ...second Sundays, Farin is off. Take attendance (numbers), Adults/Children both in person and online. Farin is updating the board responsibilities to include moderating YouTube chat.

–**Rodger:** Tech...reminder they have up to \$15,000 to spend! Great improvements so far. A few more mics. More tech improvements are coming!

Consider sign/announcements re: services being live-streamed/recorded.

–John: UUCS Directory. [Feb Membership.xlsx - Google Sheets](#) John updated the list and created categories. A visitor's list is being created. Board: Please look through the lists and comment what changes you see are needed, and contact John with noted changes a week before the next board meeting. John created a call tree and the board had a discussion on the best way to pass on emergency information. We may need a tiered strategy on how people are contacted. John will draft a policy for emergency communications.

Before June we need an ACTUAL membership list that will affect the annual meeting.

– COVID guidelines: Need updating.... Or at least be sure to use the updated policy in public venues, like the newsletter and website. Use the update from the 9/21 board minutes/ letter Chen/Mandy sent to congregation.

–Mandy Report: She's been appointed by the UUA Board to be on the Commission on Social Witness and UU Women's Federation. She is working on getting someone to head the stewardship campaign.

John suggested perhaps combining and calling the "stewardship" campaign into a Membership Campaign.

Next meeting: Monday, March 21, 6:30 p.m.

Check Out

Closing Words/Chalice Extinguishing:

Opening/Closing words for March: Andy Foskey

February Board Report - Religious Growth

Multi-Platform RE

1. Numbers have still been very low for in-person RE
 - a. Moving to all ages RE chapel for in-person (as opposed to separate classes) until further notice
 - b. 2nd Sundays are still multigenerational services
2. Communications - work in progress
 - a. Broader communications strategy is being considered in the church at large, RE will plan to follow this when/if established
 - b. Until further notice, continuing to communicate via nuusletter and weekly emails, and Facebook as needed/appropriate
3. Playground is usable
 - a. Will hire someone for next steps requiring skills (eg sanding) with the budget available from last year's Spring Fling
 - i. Potentially Josh Lindsey, Dee Bass, and son Roan, who are already involved with our community
 - b. May ask for volunteers for simpler finishing touches (eg staining)

RE Events

1. One event per month per broad age group
 - a. Amanda leading event for younger children in February (on Zoom)
 - b. Rev Mandy leading movie night for teens in February (in person)
 - c. Encouraging youth to participate in March's talent show
2. Mountain CON
 - a. At The Mountain in NC, we traditionally participate every year
 - b. 3 events available by age group, each a 3-day weekend stay
 - c. We will pay 50% of the registration fee for all participating children and advisors

Lifespan RE

1. Survey has been sent
 - a. Several responses
 - b. [Have you done yours?](#)
2. Covenant groups to begin soon, using Soul Matters curriculum

DRE Search

1. Job description ready [except for compensation amount]
 - a. To be shared with the congregation and network contacts first
 - b. Then to be posted more broadly

2. Committee switching from meetings to email communications

February Board Report-VP RESOURCES, Amy Kussman

1. **Memorial Garden:** There has been a suggestion to reach out for new members/interested folks for the Memorial Garden Group. Rev Mandy and the Pastoral Care Committee have reached out to Bonnie.
2. **Window Coverings for Office:** Took measurements of the windows in Farin's office-searching options to purchase shades similar to the ones in Rev. Mandy's office (beige or cream colored).
3. **Locks on Forum/RE/Nursery:** Looking to replace the locks with a lock similar to the front door. Currently, the front door is the only way in and out of the building. Had an issue in the past where we couldn't get in the building, after an attempted break in. We'd like to have a way for kids to leave the room and go to the playground, without worrying about getting locked out.

Board Report - Congregational Life – Christian Horvath

2/16/2022

CONGREGATIONAL LIFE ACTIVITIES

- **Arts-related event in Feb. 2022** – Idea from Mandy G. – no update
- **UUCC Talent Show (Mar 12, 2022 from 6-8 pm)** – hosted by Selina Duncan & Christian Horvath
 - First Announcement on Sunday, Feb. 6th
 - Follow-up this week in Newsletter and on Facebook
 - Sign-up sheet at church
 - Sound Check: Sat., Mar. 12 from 4:30 to 5:30 pm
 - Potluck is still an option, but depends on Covid-19 situation (Decision by Feb. 27)

70th Anniversary UUCC

- 2 Planning Meetings so far with Kick-off on 1/24 and follow-up on 2/7/2022.
- 13 People in planning group, only 8 could attend the planning meetings so far
- 70th Anniversary Sunday Service set for May 1st, 2022
- Several activities planned inspired by 70th Anniversary
 - Field Day/Spring Fling – saying farewell and welcome to RE Directors – in April 2022
 - Family Outdoor event (Hike, Picnic, Educational Nature Walk at State Park) – in May 2022?
 - 1950s Cooking/Dinner Event with 50s Costumes or Fashion Show – in June 2022?
 - Barn Dance & Stargazing – maybe in Summer 2022?
- Souvenirs & Memorabilia – still in brainstorming phase
- Nicky Ozbek – UUCC history project already in progress
- New Design for church state area – still in brainstorming phase
- Next Meeting: Feb. 24th at 6:30 pm

ATTENDANCE

Sunday Worship (1/23 through 2/13 – 4 Sundays)

- Total Attendance has increased to 68 (50% in Person, 50% online)
 - In Person Attendance: 32 Adults and 2 children
 - Online Attendance: 34
- Attendance Goal for 2022? Board should set a goal and monitor.
 - Attendance is important for congregational health of church and basis for financial pledges
 - Remember prior attendance: 77 adults + 20 children in 2019, 86 adults + 24 children in 2016

VP Outreach board report: submitted by John Standridge February 15, 2022

Update: We have no current WUTC messaging but we do have an advertising budget to carry that out. Our recent messaging in December was to promote the Labyrinth. Dennis Parker is our WUTC contact. The effectiveness of the promotion is not known.

We are consistently producing our Sunday service on YouTube. The production quality is very high; however, the downside is comments about the lack of contact and interaction. There is a plan to implement an interactive function on the YouTube channel in the next few weeks. Ryne has proven himself to be a tremendous asset. I updated our membership lists and asked Farin to send these to you. I have listed everyone affiliated with the church and tried to place them into categories, purging those who have moved. This listing of involved members allowed me to also create a Call Tree. See Addendum.

Branding: Keeping our name out there. The metaphor of light as imaged with the chalice is powerful. Consider a billboard. The Board of Trustees might choose one flaming-chalice image for us to use consistently. I can do some photo shoots of the sanctuary.

Messaging: NPR messaging, consistently begin with "Support comes from the UnitarianUniversalist Church of Chattanooga."

"A beloved community Celebrating the Good in all of us..."

"A beloved community embracing diversity, justice, and compassion."

"A beloved inclusive and welcoming community where love grows."

Consistently end with: "Find us on the web at UUCC.org."

Jon and Roger are discussing messaging ideas. Any ideas from the board? Checking the UUA website, as recommended, was productive. <https://www.uua.org/files/2021-06/Stewardship%20Paper%202%20Messaging%20and%20Communication%20for%20merge.pdf> reveals a veritable plethora of marketing and communications strategies. Reading this UUA document could be part of a marketing training program.

Other messaging opportunities? Posters for campuses. Other campuses' radio spots. Ads and announcements in campus newspapers. Bumper stickers: "UUCC.org".

Messaging needs to be simple and easy for the public to comprehend. The bumper sticker version is much easier than the three-page version or even the three-paragraph version. Even consistent messages take time for the public to absorb. "People need to hear things seven times before it really sticks." Programs beyond Sunday services, such as Beloved Café, musical events, Tai Chi classes, and Yoga, can attract community attention and bring in new people. We may need to consider adding directorial and production skills.

Treasurer's Report

February 13, 2022

Balance Sheet

A. Bank Accounts and Cash

- a. First Volunteer Checking \$61,816.39
- b. First Volunteer Money Market \$38,798.78
- c. Total Bank Account and Cash \$100,615.17
- d. A Payment came in returning the pass through account "Very temporary" back to a positive balance of \$516.

B. Fidelity Investments

Account Number	Symbol	Description	Quantity	Last Price	Current Value	Today's Gain/Loss Dollar	Total Gain/Loss Dollar	Total Gain/Loss Percent	Percent Of Account
Z50749800	SPAXX**	FIDELITY GOVERNMENT MONEY MARKET	48158.43	\$1.00	\$48,158.43	n/a	n/a	n/a	50.71%
Z50749800	FITLX	FID US SUSTAINBLTY INDEX FUND	361.795	\$19.40	\$7,018.82	(\$151.96)	(\$481.18)	-6.42%	7.39%
Z50749800	FNCMX	FIDELITY NASDAQ COMPOSITE INDEX	99.821	\$173.56	\$17,324.93	(\$495.12)	\$333.67	1.96%	18.24%
Z50749800	FSLEX	FIDELITY ENVIRONMENT & ALTERNATIVE ENERGY	212.844	\$30.39	\$6,468.32	(\$185.18)	(\$775.37)	-10.71%	6.81%
Z50749800	FXAIX	FIDELITY 500 INDEX FUND	104.295	\$153.48	\$16,007.19	(\$308.72)	\$1,922.37	13.64%	16.85%
Total Current Value					\$94,977.69				
Date downloaded 02/12/2022 10:10 PM ET									

Income and Expense Sheet

- YTD Pledges and Offertory of \$ 91,517.11 which is \$ 66.27 below year-to-date budget
- Year to date income of \$ 103,757.80 is \$ 6824.77 below YTD Budget

3. A compressed version of the Income and Expense Statement is attached below.



Condensed Updated
Income and Expense -