

**Christ Church**  
**Vestry Minutes**  
**Tuesday, July 26, 2022**  
**5:15pm via Zoom and Formation + Arts Room #204**

**Present:** The Rev Keith Oglesby, The Rev Andreis Diaz, and The Rev Meghan Ryan; **Messrs.** Barrett, Glunt, Mickley, Mitchell, Parker, and Strom; **Mmes.** Baker, Burnside, Grimsley, Johnson, McCarthy, Price, Toonk, and Williams.

**Absentees:** The Rev Tom Reeder, Evanger, Knowles,

**Guests:** Nancy White, Susan Schantz, and Kevin Davidsen

**Welcome and Opening Prayer:** All

- Jack Parker called the meeting to order at 5:15 pm with the Vestry prayer.

**Declaration of the Quorum:** Jack Parker

- Quorum established

**Spiritual Presentation:** Melissa Johnson

- A blessing to be open to change.

**Vicar's 5 Minutes:** Rev Oglesby

- Personnel Updates:
  - Email from Rev Reeder
  - This weekend will be Rev Ryan's last Sunday and she will be in the office thru Aug 4th
  - Rev Slater will starting mid-August and 1<sup>st</sup> Sunday will be August 21st
- Growth
  - ASA has come back up and back on track (87% of 2019 ASA)
  - Marketing Branding
    - Nancy White and I have been working with Adjective & Co to identify our CC strengths and develop a brand strategy and message to attract members to join.
    - Presentations have been made to key Vestry member, clergy, and lay staff with positive responses so far.
    - Nancy White will give a brief update later in this meeting.
    - There will be an opportunity to attend similar presentation in the next 2 weeks.
  - Rev Slater
    - One of her two key responsibilities connecting with the wider community - both with Outreach partners and other community groups to expand our networking in the local area.
  - Programming
    - New year programming has been planned through next Spring
    - August will include 4 weeks of Connect Sundays to help people get involved in formation and service
    - Family ministry events in August include Jumbo Shrimp baseball game and ways to orient parents to Godly Play and other formation offerings.
- Roof Construction Project/Other Expenses
  - Auld & White proposal includes structural work and estimate has gone from \$250,000 to \$800,000
  - Working group meeting tomorrow to evaluate proposals and compare to see ways to save
  - Liz McCarthy is working with donors and potential donors to get over halfway to this new proposal if that is what Vestry decides.
  - John Strom, Liz McCarthy, Ronda Toonk, and myself will be meeting on Thursday to discuss funding sources
  - This is all work that needs to be addressed and until we do, we may have other problems as a

result.

- Control panel for alarm was struck by lightning, knocking out our key fob building access to Blacker Hall; parts to fix are on back order and not available until Feb 2023; we are doing a work around with contactor and current expense is \$11,000.

#### **Consent Agenda: All**

- June 2022 Vestry Minutes
- June 2022 Financials.
- June 2022 KPIs
  - **Move to approve the consent agenda; seconded and approved.**

#### **New Structure of Vestry Meetings: Jack Parker**

- Move financials to just a consent agenda item since the Finance Committee delves deep into the numbers.
- We will highlight a part of the Strategic Plan.
- Send in agenda items and questions to either Rev Oglesby or Jack Parker prior to meeting.
- Keep the agenda topics to a min with the goal of keeping the meeting to an hour/hour and 15 minutes.

#### **Strategic Plan Focus for July – Outreach Community:**

- Outreach Committee Overview - Susan Schantz/Kevin Davidsen
  - Susan Schantz introduced Kevin Davidsen
  - Kevin shared an Outreach Update slideshow
- Education and Scholarship Ministry – Rev Oglesby
  - Group is working on by-laws and mission statement for the Foundation restructure
  - Education Ministry is an excited group and moving forward
  - Difficult time finding students for scholarships this past year; looking into how to reach others in need, not just PVHS, Fletcher and Nease

#### **Marketing Update – Brand Strategy: Nancy White**

- Google searches
  - People search either direct, discovery, or branding.
  - Customer actions
    - Directions requests
  - Photo Views
  - Google ads
    - Started in June, paid search ad
    - Clicks and impressions
      - Clicks = 3.23k
      - Impressions = 258k
  - Search terms
  - More stats and in-depth update at next month's meeting.
- Brand presentation of new logo and coloring.
- Tagline: Sunday. Every Day.
- Icons for Worship, Grow, and Love.

#### **Annual Campaign – Theme and Calendar: Liz McCarthy**

- Theme: Living Waters.
  - Aug 22<sup>nd</sup> Brochure goes out.
  - Mid-Sept pledge cards will go out.
  - Oct 23<sup>rd</sup> is Giving Sunday.
  - On campus signage and videos.
  - Sermon series just after Labor Day.
  - We are using an estimated budget number.
- Roof
  - Meeting this week.

- Have a lead gift of \$250,000.
- Meeting with parishioners.
- Possibly have a mini-giving campaign.

**Other Business and/or Questions and Answers: All**

- Catherine Montgomery will be attending seminary online starting in the Fall.

**Prayer and Adjournment: Rev**

- Adjourned the meeting in prayer at 6:41 pm.

Respectfully submitted,  
Ronda Toonk, Vestry Registrar