

UNITY CHURCH OF TRUTH
14402 PROSPECT AVENUE
TUSTIN, CA 92780
MEETING OF THE BOARD OF DIRECTORS
February 16, 2021

OPENING PRAYER:

Rev Blair led the board in opening prayer.

CALL TO ORDER:

Jim called the meeting to order at 6:32 PM.

ROLL CALL: All via Zoom

Connie Carter (2021)	Jim DeFontes ()
Lisa Kolibar ()	Todd Boppell ()
Erin Hostetler ()	Steve Stoeckel (2021)
Mary Jeanne Hawes (Ministry Director)	Rev Blair Tabor(Spiritual Ministry)

MOTIONS:

Minutes Approval:

Not all members received the draft minutes from 2-2-21; the secretary will send them out again for vote next meeting.

Agenda Approval:

Erin moved and was seconded that the agenda (Exhibit A) be approved as amended. The motion passed.

President's Report:

Jim reported that the pace of the board is moving to a marathon rather than a sprint. Our "new norm" will include attracting new members, old members re-affirming, new and effective revenue streams, new groups on campus, a new and effective Web page, useful and leveraged social media, designed, targeted and effective communication and advertising efforts, a vibrant and growing YFM connected to our neighborhoods, and an active and integral Prayer Chaplain Group.

Spiritual Ministry Team Report:

Rev Blair discussed the ways to communicate with the Sacred Ministry Team (SMT). SMT is scheduled to sequentially lead the Conscious Conversation evenings. He referred to the workshop “Healing the Political Divide” and how it can apply to Unity of Tustin (UOT). The next few months’ talks are aligned with Unity principles. Shara and Blair will combine to present Good Friday service. New Member Orientation is being created. Blair has been contacting past donors, with great response.

Ministry Director’s Report:

Mary Jeanne spoke about our bylaws, and that we can hire Unity Worldwide Ministry’s parliamentarian for \$1000 to rewrite them. Mary Jeanne has reached out to this person. Mary Jeanne created a prototype for New Members and Membership Renewal list.

Website and Digital Media management:

Todd reviewed the proposal from IDG re: digital marketing and management, which was ala carte and open ended. The basic package is \$1700/ month. Todd’s short term focus will be the website, followed by the social media management piece, starting organically and step by step. Todd will work with Mary Jeanne and others in scrutinizing the website proposal for relevance and content, creating a tight scope and types of pages/templates. Proposed timeline for bringing something back to the board for a vote on the website proposal is the second board meeting in March

Financial Report:

Todd reviewed January financials. A very generous stock sale donation offset the monthly negative that we are running. Todd presented his spending priorities spreadsheet, showing high/medium/low priorities and categories. He spoke of ways to create a system to score and prioritize various items, such as the possibility that the project will generate revenue, doing the project sooner will avoid future additional cost, the project will have a large impact on the community, and other useful variables.

Spiritual Advisory Team:

Lisa gave a **Prosperity Team update**. We are awaiting video footage from the recent photo and video shoot; we must always credit suppliers in online or advertising use. We need to create common user name structure, create redundancy in platform /admin access. Lisa requested that staff and board post information and photos from the photo shoot, and spoke of other ideas on spreading images and wedding content. There are wedding search engines, and Erin moved to use a free wedding search engine trial for 60 days, was

seconded, and the motion passed. We will list UOT as a wedding venue on Google using our Google business account. We will outreach to all companies that have wedding-related services and spotlight Sister Unity churches. Jim reported on his Funeral Home calls, stating that there was no strong initial response to using UOT grounds as a venue for memorials.

Sacred Advisory Team: A community member is interested in Black Lives Matter (BLM) and racial injustice. The Sacred Advisory Team (SAT) concept is evolving, and may not be as formal or structured as originally envisioned. The SMT may have ideas and direction, can create criteria and expectations, and will add this topic to their next meeting. It is still early to create SAT, and may be more appropriate in the third quarter. Mary Jeanne has talked about BLM with various community members, has found it to be a controversial subject, and that future community discussions could benefit from the use of trained facilitators.

Property and Grounds:

Connie gave an update on four areas. **Signage** – Christy Brawner researched and negotiated a deal for “No Trespassing” and “No Overnight Parking” signs. She ordered the signs today, at a cost of \$576 for six signs, three posts, and 12 hardware sets. **Storage** – Connie continues to clear out and organize various storage areas around campus. The Accounting Office may be repurposed. **Hummingbird House** – Connie removed the old vinyl flooring, new flooring has been selected, Ric Kolibar has volunteered to install it. The dining room and living room lighting will be replaced. Rev Blair has offered to loan pieces from his art collection. **Garden Highlights** – Connie suggested creating a periodic feature that would highlight a garden improvement, plus the community member(s) that facilitated the project. This would show what is happening in the Gardens, promote participation, and acknowledge the contributions. The idea was accepted, and Connie will create content.

YFM discussion:

Erin shared slides of YFM status and vision. She has been creating actions to enliven participation and growth. She has been reaching out and reconnecting with families, inviting people to join and participate. She highlighted events and activities, administrative and ministry, inreach, and outreach and marketing. UOT, YFM, and the way of “doing church” is very different than how they used to be pre-pandemic. The inquiry is to see if we are to open up the position of YFM Director, when to do so, how many hours to devote. Jim proposed having a special session board discussion about YFM and Erin’s position in it.

Board Members terming out:

Jim recommended that we formally address the process of board members terming out in 2021 at the next meeting. Mary Jeanne recommended that we consider having the Board transition process after Easter, with elections in May and new board members coming on to the board in June.

New Member Orientation Experience:

The board spoke about the new member experience each board member most appreciated. Blair will be the Spiritual Leader for the New Member Orientation. Class size can be as small as one person.

New Member Orientation start date:

The Orientation is tentatively scheduled for April 2, with Spiritual Baptism on April 11.

“Talk to the Board”:

Jim and Blair suggested having the board member who is the platform presenter for the 11 AM Sunday Service stay after the service to answer any community questions and then bring them back to the next Board meeting as appropriate. It would be called “Talk to the Board”. The Board agreed to support the suggestion.

Review Action Items

Action Items assigned this meeting

ACTION ITEM: *All*

- Review Todd’s spending prioritization spreadsheet, provide feedback by 2-21-21
- Post photos and information about the wedding photo-shoot

ACTION ITEM: *Jim*

ACTION ITEM: *Erin*

- Assist Todd with website and digital marketing considerations
- Assist with Google listing for wedding venue

ACTION ITEM: *Lisa*

- Assist MJ and Erin with Google listing

ACTION ITEM: *Steve*

ACTION ITEM: *Todd*

- Work on website details and descriptions, digital marketing
- Send out spreadsheet, request scoring criteria, due end of week

ACTION ITEM: *Connie*

- Create Garden Highlight content, send to Mary Jeanne
- Renovate the lighting in HBH living room, dining room
- Send out the 2-2-21 draft minutes to the board, SMT

ACTION ITEM: *Mary Jeanne*

- Work on standardization of user name structure, passwords, admin access
- Figure out how to get Google to list UOT as a wedding venue, YFM

Dates for Future Board Meetings

Tuesday, March 2, 2020 at 6:30 PM via Zoom

CHECK OUT

● **Closing Prayer & Adjournment**

Steve led the Board in the closing prayer.

The meeting was adjourned by Jim at 9:12 PM

Connie Carter

Secretary