



Unity of Fairfax Board of Trustees

Meeting Minutes April 25, 2019

Board Members Present	Others Present	Board Members Absent
Russell Heiland, Senior Minister		
Teresa Accomando, Chair		
Gail Hughes, Chair Emeritus		
Nancy Schneider, Secretary		
John Dickman, Treasurer		
Jody Ruth		
Laura Berry, Keeper of the Flame		
John Kell		

Quorum present? Y

Meeting was called to order at 7:05 p.m.

Sacred Intention: *With joyful excitement, together as one community, we are open and discerning as we propagate fruitful ideas with upbeat expectancy.*

Motion: Approval of Prior Meeting Minutes: The minutes from the March Board Meeting were approved unanimously.

Executive Session: Began at 7:15 and ended at 7:38.

Minister’s Report: Russell Attached as Appendix 1.

Treasurer’s Report: John Dickman: Appendix 2

John and Russ are working with Peter Lunt to determine the terms and timing of Pinnacle’s departure.

Scheduled Business:

1. Communications Team: Rosemary Moak, Deirdre Richardson, and Rebecca Whitecotton presented a Spirit Case for a new sign. Building a new sign promotes the new professional image of Unity of Fairfax. The permit was approved by the county in February, and the sign must be completed within 1 year. The Communications team chose a contractor, Gable Sign, with a total project to cost \$49,000. Use of the electronic message board can be part of a rental package, to advertise certain programs. The Communications team is invited to do a presentation at the Community Dialogue meeting.
2. Vision 2020 Service Streams reported on their teams’ status.

Motion: John made a motion that the board approves the Spirit Case submitted for the sign project with the condition that no work begins until all the money has been raised (cash in the bank), and the sign committee must request a new board approval if more funds than initially requested are required. Board oversight includes designating a strategic fundraising group. The motion was approved unanimously.

Closing, Pray-Out and Adjournment

Meeting adjourned at 9:30 p.m.

Upcoming Dates:

May 11: Sacred Service Council

May 19: Community Dialogue

May 23: Next Board Meeting

APPENDIX 1

Minister's Report * April 25, 2019

ACTION ITEMS: No action items requiring a vote.

DISCUSSION ITEM:

Fundraising Strategy Thoughts (based on conversations with John Dickman):

1. Come What May - for the month of May

a. Each of my messages will somehow inspire and encourage congregants to augment their involvement at Unity of Fairfax through increased participation in our programs; engaged volunteerism; augmented giving (will address concerns issues about giving including the 2018 tax law and current political climate).

b. Each Sunday service will have speakers addressing “why I tithe to UoF” or “what UoF means to me” as a way of sharing sacred stories how UoF has “improved my life” and what it can do for you.

2. Surprise Abundance Program: May 5 – July 4, 2019

We ran this last year as “unexpected income program” from April 15 - July 4. It was a huge win. Congregation will be invited to tithe on all sources of income and surprise abundance.

3. Prosperity's 10 Commandments Sunday Series: July 7 - August 11, 2019

Prosperity's Ten Commandments, by Georgiana Tree West is a great interpretation of the 10 Commandments from a prosperity point of view. It'll be a fun series that incorporates Bible to teach how to use the commandments as a pathway to prosperity.

4. Mind Movie

Rebecca introduced me to the concept of a "mind movie," that would replace the static graphic I've been wanting to create as was done in St. Petersburg. We have people (volunteers) who could create such a thing (30" - seconds) with images of what we want + a theme song. This could be shown at services, meetings, Facebook, email, etc. and help get people inspired to give their time, talent, treasures.

5. "Business of Unity" email

This idea emerged at the August 2018 Board retreat. It will be posted regularly and include appropriate facts and an inspiring message. John Dickman will write.

6. Augmented financial reporting in monthly bulletin

In addition to the governance page; would include appropriate facts and an inspiring message (which might simply be a quote). John Dickman will write.

7. Relationship building meetings of Board and Minister with congregants and teams.

This idea emerged at the summer Tower Club meeting initially focused on donor development but has since morphed into more of relationship building which will then lead to increased giving. Russell attended April 4 meeting of Comms Team for this purpose. Board will have to decide if this is an idea it wants to pursue.

8. Coordinated signage and retrofit fundraising

Based on mine and Deidre Richardson's conversation with Lynn Tadlock, we should combine these two fundraises into one. It might be that we for part 1, the sign, we have a fixed cost and announce that we don't yet have a fixed cost for part 2, the retrofit, but that information will be available as soon as we have it. At this point, though, there is no fundraising team.

9. 22 Proven Processes and PEP programs

Will continue to do their great work of raising prosperity consciousness. Jody asked, and I offered, some insight about additional PEP programs.

10. Encourage membership to Mildred Park Society and contributions to Mildred Park Endowment Fund.

John Kell and I have been working on this.

11. Block Party

Board must decide if/how to proceed for the 2019 calendar. Currently no chair identified.

12. Meet the Minister and Leadership

Although not technically a fundraiser, this repeated event is geared towards connecting with individuals who are new to our community. (The thought being that relationship leads to generosity. See point 7 above.) Kate Law and I have determined dates May through December in which I (and the BoT is invited to join me!) will be available immediately after both services specifically to connect: May 5, June 23, July 14, August 11, September 15, October 20, November 11, December 15.

INFORMATION ITEMS:

Holiday services were beautiful (in my opinion...).

I took Tuesday, April 23 as my Easter holiday (however, I attended the Reston Pride meeting that night).

I am meeting with Dr. Mary Haberl of VA Green Initiatives (and Rick Hartley and Pete Clifford) on April 24 to discuss the 2020 VA Green Initiative event. Thanks, Jody Ruth, for the referral!

I am working with staff to utilize the Skillport trainings offered by Insperity. Additionally, the staff is currently working on creating “operating principles” (i.e. code of ethics) that will affirm professional standards to support the vision and mission of Unity of Fairfax.

The new employee manual is in the works. I am working with Insperity on this.

I am enrolled in the George Mason Nonprofit management program in pursuit of my professional goals for 2019.

Ron Karstetter has submitted his application for the Unity Field Path to ordination.

I will be on vacation June 13-18 visiting family in Indiana. (My dad’s 80th birthday and parents’ 57 anniversary.) Rev. Sandra Butler will be guest speaker on June 16.

APPENDIX 2

Attached are three monthly financial documents;

- Statement of Financial Position. Compares to December 31, 2018, as base.
- Budget vs Actuals + YTD. Includes selected accounts.
- YTD Statement of Activity By Fund.

Regarding the Budget vs Actuals report, our general fund operating report.

- In the First Quarter of this year, expenditures exceeded revenues by \$36,000, so our Net Operating Revenue loss is that amount.

- YTD Love Offerings are \$55,000 under budget, but are higher than last year for this period.

Regarding the Statement of Financial Position.

- Our Operating Reserve of \$41,000 was totally used to cover the Net Operating Revenue loss.
- The Total Equity of our community is down \$13,000 from December 31, 2018.

A Stewardship Campaign is being rolled out over the next several months. Our intention is for each of us to consider the value of our spiritual community and contribute accordingly. We expect the stewardship campaign to bring our community closer together and reveal our abundance.

Everyone is asked to make an extra contribution now to help our cash flow and support our community.