



**Christ Our Shepherd Lutheran Church Council
June 24, 2019**

Attendees: Pastor Fritz Wiese, Pastor Miriam Beecher, Don Livingston, Kevin Hawkins, Marty Hagberg, Dewey Patrick, Molly Breckling, Robbi Martin, Michael Oliver, Andrea Williams and staff guest Becky Lee.

Unable to attend: Bernice Huie, Holly Monahan, and Eric Jakubowski.

Guest: Becky Lee, Director of Connecting Ministry

Opening Comments by Don Livingston. Don discussed the agenda and meeting objectives.

Devotion by Kevin Hawkins - Devotional discussed Kevin's family Holy Land trip. Kevin found it fascinating to consider how geography impacted our biblical and world history. Their trip started at the port city of Joppa which had the quickest route to Jerusalem. Joppa was where Jonah started his biblical journey. Another coastal city was Caesarea which was a Roman city. Water had a huge impact on biblical life and was a key feature in our trip. Rivers are more like streams or springs. There is not an abundance of water. Towns were built close to the springs and cities were built on top of each other to remain close to the water source. There are mountains all along the west side of the Jordan River forming quite a barrier. Megiddo which the Bible describes as the location for Armageddon is the only major pass or means to get to the sea. The Megiddo pass and plain were the means by which invading Armies travelled to get to the coast. A memorable family moment was on New Year's Day at the Sea of Galilee. Kevin said it was a beautiful experience on the water with the background of the mountains and understanding that this was the location of Jesus ministry and walk. Now at home and in church, Kevin really enjoys reading/listening to the scripture and being able to understand the places that biblical events occurred.

Financial Report by Kevin Hawkins: Kevin provided the May finance report at Appendix A. May offerings were \$10,200 below budget. On the expense side, we were \$6,500 better than budget primarily due to maintenance and administration savings. Year to date expenses are \$60,800 under budget. May net income was a loss of \$7,700. Year to date loss is \$2,300. We are on track to lose approximately \$21,000 for the year. Use of carryover funds will leave the year end carry over reserve at \$35,000.

Questions from Council on Financial Documents:

- Pastor Fritz asked about the budget process of monthly offering projections and if Kevin was confident in the monthly offering projections. Kevin said that projecting monthly offerings is very difficult. From year to year, the totals don't match well. He and Bob do their best and they will review monthly projections for our next fiscal year.

Pastor Fritz Report: See Pastor Fritz full report at Appendix B.

- As a part of Pastor Fritz's report, he brought up the number of internal and external organizations using our church.
- There is concern about a new group desiring church use on Friday and the implications for Saturday and Sunday events. There are concerns about possibilities for church policies (especially the 2-adult person rule) not being followed while the staff is not present.
- Sue Kunig is responsible for determining if groups may use our facility. Pastor Fritz asked the Council if it was fair for Sue to have this huge responsibility and to consider if Sue's decision responsibility was appropriate or if it should be shared.

Pastor Miriam Report: See Pastor Miriam's Report at Appendix C.

Old Business:

Minutes were approved via email on June 4.

New Business:

Objectives 1 and 2 – Worship Experience Update by Don Livingston and Pastor Fritz.

- Don presented a briefing displaying total worship attendance for the last 6 months with a 4-month average (compensating for combining worship services in May and June). See Attachment D for the full report.
- The good news is - Total Worship Attendance increased by 33 people or 5%. The 11 AM Sanctuary worship service led the increase (averaging 15 more people than 2018 or an increase of 20%)

Discussion:

- Council members expressed appreciation for the attendance analysis and enjoyed the good news of increased attendance.
- All were surprised by the slight decrease in Contemporary worship service attendance. Pastor Fritz explained that contemporary worship attendance numbers are impacted by consolidating events in the sanctuary (for example - commissioning of youth and mission trips).

Objective 8 – Evangelism: Our Goal is to Grow the # of Disciples

Discussion:

- Becky Lee and Pastor Fritz said we are targeting a new member class in October.
- Mike Oliver asked, “How do we contact people who are visiting?” Fritz explained that he makes the first call to visitors. As a part of the conversation, he asks if they would you like to receive the Constant Contact. As they describe their interests, he provides connects to ministry leaders. If they have kids, he links them up with Ellen. He invites them to a Connect class. Mike suggested that someone from council or a member call them up also to show interest and to assist them.
- Don Livingston discussed that our Evangelism effort is a key priority especially in our current condition of members retiring and member job location changes: 31 members are leaving. Frequent job moves are a new normal and Don described the implications of losing key leaders. He asked, “Are we moving existing members into leadership and ministry roles?” The council discussion concluded that we always need to train leaders and that we need to engage our new members in ministries.
- Becky Lee discussed reaching out to prospective members – she discussed recent situations providing opportunities to talk about COSL with friend and neighbors. One way is challenging members to keep their name tags on for Sunday lunch. People will ask about the name tag. Becky described her Sunday lunch experience at Jimmy Johns. Another opportunity is asking a new neighbor if they have found a church. She said the July “Back to School event is another of those opportunities.
- Robbi Martin discussed conversations with friends about her great COSL experiences.
- Don Livingston concluded that the council needs to form a group to work on our critical Evangelism objective.
- Becky Lee, Andrea Williams, Robbi Martin and Mike Oliver volunteered.

Objective 7 - Stewardship Update by Don Livingston

- Don discussed the topic from last meeting concerning “What needs to be done to project multiyear income?” He said that most organizations use data such as age group information to develop giving profiles. Currently, this data is not available at COS because of our current financial guidelines. Don said that this topic is being considered by the Finance committee.

Objective 8 – Evangelism (Learnings from Google Search and Display Advertising) by Don Livingston.

- Don discussed using a paid feature in Google to highlight Christ Our Shepherd during Google searches on key words. See Attachment E for the full report.
- Don established a temporary account and described the ease of setting up the account and the findings. During a one-month period 28,000 people saw our ad and 87% of clicks on COSL were from mobile phones. Clicks came

from both display advertising (87%) and the google search engine terms (22%). Most clicks occurred Sunday from 6 AM to 3 PM. Most clicks occurred when the search term was “Christian church.”

- This data provides the opportunity to form conclusions about what types of information are important to people making searches for churches. We concluded that our web site must be configured for a great mobile phone experience. The cost of this service can be established at a maximum so that the cost will not exceed an amount (Don established the COSL test at a maximum of \$250 for a month). Don asked the Council to consider in our next meeting if COS will highlight COS through use of Google Search and Display advertising.

Objective 9 – Improve Communication Platform and Processes (Web page) by Marty Hagberg.

- Marty showed the Council the current version of a new COSL web page via a test site. She walked us through many of the web pages explaining that the web page is engaging and less wordy.
- The Council enjoyed the visual beauty of the pages and images. Council members provided many positive comments.
- Marty explained that more work is being done on the content and data piece for ministry purposes. The web team is working on linking in the church calendar. The staff is looking at the content now. The new web site can be displayed on all types of mobile devices. With the google search results above, the web team will review the content display on mobile devices.
- The Council expressed appreciation for the great work of the web team.

Discussion: A Council member asked if there is a way to advertise special events on the church lawn via signs. Discussion occurred regarding Peachtree City sign ordinances which limit signs. Pastor Miriam added that the church sign had been modified to create more opportunity for church event advertising.

Objective 6 – Maximize Effectiveness of Church Leadership by Dewey Patrick.

- The Personnel committee report was provided as a part of the Council email packet. As discussed earlier, Will Porter declined our employment offer after being offered a full time job at his current location.

The meeting concluded with prayer.

Next Council meeting- July 29, the 5th Monday.

Offering Count Schedule

DATE	COUNT SUPERVISOR	DATE	COUNT SUPERVISOR
7/7	Williams	8/4	Hagberg
7/14	Monahan	8/11	Huie
7/21	Patrick	8/18	Jakubowski
7/28	Oliver	8/25	Martin