

Leadership Council Meeting 6.25.20

Started with Prayer and Devotional and then PG talked about what has consumed so many: Racism and the thought for putting together some talking points in Sept with regards to this very relevant issue. We should talk about our History as a church and how we responded in the moment; what we need to do going forward.

What are our options? Do we go back to the SAME (status quo) - or do we just do NOTHING. We've got to understand the context and make decisions based on that we can't stay the same and we most certainly can't do nothing.

PG talked briefly about a book entitled "Future Shock" and the whole "Learn", "Un-Learn", and "Re-Learn"

We had discussion, based on these "times" about what we've learned, what we need to unlearn, and then re-learn.

What have we Learned?

No Building is actually required - Online is being embraced

Commitment - It is still there, as evidenced by the financial support

We learned that we NEED that one on one Touch for those that don't either have or understand "technology"

Combining both services; and we have taken those traditional norms and put the sacred cow out to pasture

Obviously, we've learned the IMPORTANCE of Technology in this new world of COVID-19

Discovered much to our delight that some of our older congregation have a "willingness" to learn; go on FB, and lo and behold embrace ZOOM

A key word "PIVOT" was discussed as we are in the midst of doing this over and over

What do we need to Un-Learn?

It is not all about SUNDAY - Realistically this just not meet our myriad of schedules; everyone is different and we have different needs

Perhaps we have a MENU of options available as not everyone wants the same dish.

We need NOT be Building Centered anymore

WE need to Unlearn Bias

We must keep our CORE values; and realize that we can't be all things to all people

Perceptions of how the Community views us

What do we need to Re-Learn?

Need to think of other ways to engage folks

Digital is "essential"

How do we make connections? Some have gotten stronger, while others have suffered

ENGAGEMENT IS THE KEYWORD FOR THESE TIMES

2019-2020 Goals

Engagement:

Focus on engaging people in their own PERSONAL Growth; the key to get people back to church .
We can lose people if they've simply dropped off our radar.

Our Goal of increasing our average attendance by 10% - has been completely thrown out the door
with COVID-19

Pastor George indicated we would be lucky if our attendance is 1/2 of our "regular" pre-COVID 19
attendance

Our G-Teams can still be effective via engaging our digital presence (get things out on social
platforms)

We NEED to do marketing strategies "HOW do we SELL the church"

There was discussion on the CHURCH (Building) is not what it once was and the evolution and
energizing of House Churches throughout
our communities

Experiment/Evolve

Digital marketing campaign and the VALUE of a Digital Footprint was discussed

Community Needs (Outside)

WE had identified the needs via our survey and people were concerned about Mental
Health/Depression/Opioids/Being Lonely/Aging issues

So now we need to determine how we reach those in need in these specific identifiable areas

Finance

Stewardship Campaign goal of \$200,000 - 1/4 of the way there

Faithful giving - such a positive in these times!

Communication

Need person it improve our internal/external communication; aid in better engagement, etc.

Not there yet, but we WILL be getting there.