

## Policy Board Minutes August 13, 2022

**Present:** Steve Wilke, President; Erin Milligan, Vice President; Alison Lamothe, Secretary; Jeremy Colton, Treasurer; Rebecca McBride, Trustee; Norma Vogelweid, Trustee

**Absent:** Joel Hickman, Trustee; Susan Lammert, Trustee; Luke Steffen, Trustee

**Staff:** Rev. Kim Mason; Danielle Kozemczak

Rev. Kim updated the Board regarding needed **roof repairs**. The wing of our church constructed in the 50s needs to be replaced. Unfortunately supply chain issues have prevented the roofing company with whom we wished to work from providing an estimate and therefore we cannot move forward. If anyone can recommend a reliable roofing company, please contact Lynn Hunt.

We returned to the topic of **developing a VISION and GOALS**. The Board would like to seek input from the congregation in order to do so.

Rev. Kim requested that Board members **read** over “**Board Training**,” available through the UUA’s Leadership Lab, **prior to our next meeting Monday, September 12**.

To improve outreach, greater understanding of what the Board does and perhaps inspire future leaders, **the Board would like to serve coffee during Fellowship during a yet-to-be-determined Sunday in September**.

We discussed at some length **the church’s social media presence**, with an emphasis on our **Facebook page** which is managed by Danielle Kozemczak. Since this is an organizational page, it functions more like a website. Members of the congregation can like or comment on a post, but cannot post themselves.

In order to better utilize our page for marketing purposes, Danielle tries to post consistently, but without actually paying for advertising (something for which there is currently no budget), the only way to increase the visibility of these posts is for members of the congregation to like them or comment. We can help Danielle provide content by emailing her pictures of church-related events. She is also thinking of posting interviews with involved members and a monthly focus to get our message out.

We need to devise, in general, a **marketing plan** to enhance our church’s visibility. We do have a Marketing Committee but it has been dormant.

Norma Vogelweid suggested we form a **Communications Committee** that can support Danielle’s role as Communications Director. Rev. Kim reminded the Board that the formation of committees is a responsibility of the Church Council. Danielle likes this idea but wants to ensure that such a committee would play a supporting role as opposed to providing oversight.

Regarding our website, Rebecca McBride noted that it is not mobile compatible.

Before concluding for the day, the Board and Church Council reunited and went outside to take pictures of all retreat participants, then the Board and Church Council separately. We wanted to make sure that Danielle would have something positive to post on our Facebook page, which she did shortly thereafter. Be sure to like it if you haven't already!

The retreat concluded at approximately 4:00 pm.

**The next Policy Board meeting will be held Monday, September 12, 2022, at 6:30 pm via Zoom.**

Respectfully submitted,

Alison Lamothe