

**MCCSF**  
**Board of Directors Meeting Minutes**  
**4332 19th St.**  
**March 19, 2009**

MCCSF Board Members Present: Rev. Lea, Mendel B., Michael C., Lewis D, Dan L., Kelly M, Rick R, Glenn S.

Guests: Barbara B., Barb H.

**Meeting Called to Order**

The meeting was opened with prayer by Lea at 6:30 P.M.

**February 2009 Board Meeting Minutes**

Approval of minutes moved by Glenn; seconded by Mendel. Passed unanimously, pending the amendments sent electronically earlier in the week by Lea and Kelly.

It was agreed that in the future, minutes can be approved via email in order to save time during Board meetings.

*Action Item:*

In the future, the Clerk will submit the minutes to the Board via email and request comments within a specified timeframe. Revised minutes will then be distributed, within time for the Board to vote for approval via email. It is noted, however, that in accordance with bylaws, if any Board member does not vote online, we will have to do so in person at the next meeting.

**Announcement**

Mendel Bokser announced her resignation from the Board, effective April 14, 2009. She indicated willingness to perform any assigned duties throughout that period, as requested by the Board.

**Pastor's Report**

- Fundraising: change drive, planning for 39<sup>th</sup> birthday events (Pillars dinner and party)
- Prop 8: led interfaith service on the day of the Supreme Court hearing, which has increased MCC's community visibility; awaiting day of decision
- Music director search: 6 strong candidates identified; interviews to be held April 4 and 11
- Current sermon series (One Earth, One Body); preparing for Holy Week
- Social justice: met with social justice team, planning forums on 4/26 and 5/31, school supplies collection, food pantry
- Joshua is currently working only on the 7:00 service, as his job with denomination

enables him to devote only 10 hours a week to us.

*Discussion Items:*

39<sup>th</sup> Anniversary Celebrations

*Action Items:*

- Pillars Dinner on 4/23: Board members will contact identified people to sign them up for the dinner. Working from a list of previous donors, all Board members will identify those people they are most willing to call by 3/22. Rick and Kelly will consolidate the list and assign a Board member to each name.
- Party at 150 Eureka on 4/24: To encourage participation, Kelly suggested that we have people speak at each service about why they're going, rather than simply mentioning the party as part of the announcements.

Easter: Glenn suggested that we provide the opportunity for people to purchase lilies for Easter services.

*Action Item:*

- Michael will research flower markets or the possibility of getting lilies wholesale.

110 Gough sublease: We need to meet with a couple of realtors (one the landlord uses, and one recommended by Katharine Holland) with the goal of working with one of them to sublet our office space.

*Action item:*

- Board member needs to volunteer to meet with potential realtors at the office, discuss their perspective on the space (e.g., expected rent), what they would do for us, and how much they would charge. Interested Board members will tell Dan if they're willing to volunteer.

**Co-Lay Leader's Report**

Kelly and Rick reported that the *apartment at 138/140* is now vacant.

- Our management company is working on renting the apartment. Given the current market, they expect the apartment to rent for approximately 10% less than the previous tenant paid.

In addition, they made the following suggestions, which received a consensus of Board agreement:

*Quarterly Board communication in eConnections*

- Suggested topics: Updates on financial stability and fundraising; announcements of congregational meetings, pledge drive, etc.
- We need to determine timing: the messages in eConnections are typically written by the person preaching the following Sunday.

*Open-ended congregational forums*

- 2 forums per quarter (1 for each Sunday service)—not designed as an opportunity to report to the congregation, but instead to give people an opportunity to raise

- issues or questions
- It was generally agreed that each Board member could attend only one of each forum (i.e., morning or evening service).

### **Treasurer's Report—February**

Dan gave the Treasurer's Report and noted that our February 2009 expenses exceeded income by \$4,491 but that the February deficit was significantly less than the January deficit.

#### *Action Item:*

- Dan will continue to come to all services and work with another Board member to count the offering. A sign-up system will be developed.

### **Logo Review**

As noted in the February meeting, a couple of logo designs had been approved by the denomination for MCCSF use. Dan and Kristine had concerns about font size, etc., particularly because the logo tends to break up when shrunk to a size appropriate for the Web site and other online purposes. To address this issue, we went back to the denomination and have received permission for variations on the logo that would work better.

General agreement about external materials: all external communication needs to say "Metropolitan Community Church San Francisco" somewhere, but the logo can abbreviate it to "MCC."

#### *Action item:*

- Lewis and Michael will work with the Marketing Committee to develop a style guide for when we should use each variation of the logo. The style guide will be brought back to the Board for approval.

### **Marketing**

Lewis provided a marketing plan for the rest of the year. Owing to current budgetary constraints, it was agreed that we cannot afford to spend much on marketing this year.

#### *Action Items (for Marketing Committee):*

- Design MCCSF post cards that we can use for a variety of occasions (note: cards should list only the Eureka Street address). With approved design, we will order 5,000 cards.
- Bring the Board a strategic plan focused on marketing opportunities that would be free or inexpensive.
- To facilitate development of a new marketing plan, conduct a survey, focusing on:
  - Asking congregants how they first heard about MCC.
  - How they currently get info about MCC (Web, eConnections, announcements, word of mouth)
  - Preferences for the best way to reach them for new information

It may be a formal survey, through cards people can drop in the plate, or simply a showing of hands during services. *Lewis will report on results of the survey at*

- the May Board meeting.*
- Provide a plan for internal marketing that involves a variety of approaches: e.g., eConnections, Web site, announcements with consistent image, a newsletter

### **Web Site Plan/Structure**

Lewis reported on the status of Web site development. Most of phase 1 is complete, with the majority of basic information uploaded and “static” pages in place.

Ideas for additional development:

- The MCF link is somewhat difficult to find. We will make it stand out more, perhaps by adding to the menu bar.
- Add a section on music programs.
- Home page: Use it as a marketing tool, with a strong opening and featured stories placed in panes on the page.

It was agreed that ongoing maintenance of the Web site is a crucial and challenging task that will require a dedicated volunteer(s).

#### *Action Items:*

- Marketing Committee will recruit someone to be the driver of Web content. Lewis will report on progress at April meeting.
- Lewis and Dan will add a calendar to the site, allowing people to click on upcoming events. They will work with Shelly to fill it in regularly.
- We will also add a Board calendar, which will be password-controlled.

### **Database, eTapestry**

Mendel reported on her discussion with eTapestry regarding putting the database to sleep for a while and thereby avoiding the full fee. While the database is “asleep,” we will need to pay only 50% of the fee. In the meantime, Dan will maintain a replacement database. We can revive eTapestry when we’re ready to begin the capital campaign. Dan will contact eTapestry now that Mendel is leaving the Board.

Glenn moved to put the database to sleep; Kelly seconded. Passed unanimously.

#### *Action Item:*

- Before we put the database to sleep, Dan will export everything that can be exported.

### **Pride**

Jeff is meeting on 3/29 with people interested in helping with Pride, including suggestions for activities and theme.

Michael suggested, to general agreement, that we should march this year with a theme of “39 and holding”—with the intention of doing a float next year to celebrate our 40<sup>th</sup> anniversary.

Entry fee for parade is \$350, due in April.

### **40<sup>th</sup> Anniversary—April 2010**

General discussion was held about how to start planning for the anniversary—e.g., strategy, theme. It was agreed that we will hold a special Board meeting dedicated to the topic, to establish broad outlines. We will then recruit a committee to handle the logistics.

Special meeting will be held on 5/7 at Glenn's house.

**Board Retreat Agenda**

Reviewed agenda and agreed.

**Executive Session was held.**

**The meeting was adjourned at 9:50 P.M.**

Minutes prepared by: Lewis DeSimone, Clerk  
MCCSF Board of Directors

**Addendum**  
**Board meeting after Board Retreat**  
**150 Eureka Street**  
**March 28, 2009**

MCCSF Board Members Present: Rev. Lea, Michael C, Lewis D, Dan., Kelly M., Rick R., Glenn S.

**The meeting was called to order at 3:30 P.M.**

**Sublease of 110 Gough**

Kelly reported on her discussion with two realtors about subletting our office space. One realtor suggested that we try to do it ourselves. The other, who is the primary realtor for the 110 Gough building and has recently rented an office upstairs, offered to work with us to sublet our space. He would charge a flat fee, or a percentage of the rental, amounting to approximately \$3,000. He expressed optimism about being able to rent the space: while rents are now lower, many companies are downsizing and thus in need of smaller offices, and Hayes Valley is an increasingly popular neighborhood for businesses.

Lea moved to hire agent; Lewis seconded.

Discussion: Glenn suggested that we try to negotiate with the realtor to spread out the cost rather than pay upfront.

With acceptance of this amendment, the motion passed unanimously.

*Action Item:*

Kelly will negotiate terms with the realtor.

**Executive session was held.**

**The meeting was adjourned at 4:00 P.M.**

Minutes prepared by: Lewis DeSimone, Clerk  
MCCSF Board of Directors