

MINUTES
Regular Meeting
Board of Trustees of the Center for Spiritual Living - Seattle
February 25, 2015 6:30 PM

Present: Frank Selden, Rick Gage, Karen Schiller, Kathianne Lewis, Carrie Sjaarda

Absent: Cynthia Clay, Sandy Tomlin, Carmin Dalziel, Andrea Weatherhead

Non-voting Attendees: Chris Carter – Executive Director, Kathy Galvin - RScP

OPENING AND CALL TO ORDER

- Meeting called to order by Frank Selden at 6:38 pm
- Kathy Galvin opened with prayer.
- The Sacred Covenant was read.
- Attendance target held in consciousness of 995 for Sunday

MINUTES AND REPORTS

Minutes Approval: January 28th meeting minutes were amended. The sentence “We are approximately \$25,000 behind for the month” was removed from the first bullet of the Financial Report section. Kathianne Lewis moved to approve the meeting minutes from January 28th as amended. Rick Gage seconded the motion. 2 approvals and 3 abstentions. Motion passed.

Stewardship: Given by Chris Carter

No new business to report.

Financial Report: Given by Karen Schiller

- Contributions were down by 30% for month. Most of this was due to contributions for 2015 that were given in 2014 and counted in December budget. Future revenue should track close to budget and equalize throughout year.
- New balance sheet format and cash flow coverage format presented.
- Finance committee will further revise standard reporting to minimize unnecessary information, resulting in a clearer report that takes less time to prepare.

Human Resources Committee – Given by Rick Gage

We are currently reviewing staffing requirements, to see how our volunteers can support our staff. We need to understand what programs can we maintain today with current staff and budget. General philosophy is that we can do better than we have been doing.

Board Nominating Committee – Sandy Tomlin

No new business to report.

Growth and Development Report – Given by Chris Carter

- Sam Kitchens will become a full time employee for facilities. (See report for further details.)
- It was recommended that BOT members each set goal for bringing in 10 new members to CSL per year.
- We need to connect our community to other communities. Current communities that we are reaching out to are Mankind Project, Age Nation, Raw Food People, and others.

Campus Unification report – Andrea Weatherhead

No new business to report. We will bring the discussion to community conversation to let everyone know what plans have been drawn up.

Community Builder Wisdom Council – Rick Gage

- Group is meeting every other Tuesday at 6:30 pm at the Gage's.
- Met with Mark Anthony Lord while he was at CSL as guest speaker.
 - Church is no longer Sunday centric. We come together in community and connection in a very different way.
 - There is a real call to deepen into the mission that we socialize.
 - MAL provided insightful ideas for how to build community through home groups.

OLD BUSINESS

Contingency Planning for 2015 Budget – Given by Chris Carter

- We are going to be working against an updated budget number and we will be on budget. Finance report will constantly be focusing on budget.
- Kathianne Lewis distributed Rich Church/Poor Church book to committee.
 - Healthy churches message with here is what we do for you
 - Need to message the end result
 - Our product is a life that is changed
 - We need a strategy for when our principal will be retired
 - People get hung up on the word church. We are a center. Start to use that terminology. It encompasses a whole different way to engage with our community and mission.

Community Conversations Update – Given by Kathianne Lewis

Positive responses to 1st one. We can take a pulse of annual meeting questions and take them to community conversation.

NEW BUSINESS

CSL Pledge & Donation Analysis - Given by Rick Gage

- Pledges and donations were analyzed for time period of 2011 – 2015
- We have an opportunity to support and understand our middle giver population. Middle givers are our biggest demographic.
- ~90 people newly pledge each year
- 30% of 2014 stopped pledging in 2015 (189)

- Top tier givers have doubled pledge level. All other pledge levels declined as a result of fewer pledgers. 2015 is down about 5% from 2011.
- We only need about 50-60 more pledgers to be sustainable. We have strong inflow. We need to stop such large outflow. We want people to connect and attach to this community. We are the Beloved Community. How do we reach out and help them feel connected?
- For ongoing minutes we hold pledging unit target of 700. Need to place on agenda.
- Once we get into the mode of sustainability, we will have figured out how to connect and keep people.
- Need to have greater transparency about giving numbers and buckets.
- In 2011 and 2012 donations were much higher than pledges. We are not seeing that in 2013 and 2014. Need to understand this and address.

Annual Meeting Planning

- Instead of it's about people video, we use Seabeck video.
- Move video and do right before KL's talk.
- People invest in leadership they trust.
- We have been able to make this investment from significant investments of \$2M in two years. We are overspending because we were given money to do so. Large unexpected gifts.
- Establish credibility, priorities and give them something to do, call to action. New blood coming in, but more people leaving. You can help by connection with new people. Individual initiative for connecting.
- Rick will give pulse of CSL finances and pledging.

BACK BURNER

- Refine the critical Success Factors (on hold)
- CSL on TV (Gaiam TV, Jim Lefter . . .) (on hold)

Minutes respectfully submitted by Carrie Sjaarda, Secretary to the Board