



on 6/21/2018 *dc*

2018_05-31 UCOH Approved Bot Meeting Minutes.docx

Unity Church of Hawaii Board of Trustees Special Meeting Date: May 31, 2018 Unity Church of Hawaii, 201
Board Members Present: Rev. Tim Lytle, Jo-Ann Adams, Rickie Banning, Marsha Bethards, Debbie Catania, Jerry Denton, Jan FitzGerald, Thomas Gallagher, Richard Hughes

AGENDA	INFORMATION ITEM/DISCUSSION/CONCLUSIONS	FOLLOW-UP/ACTION
Call to Order Quorum required: six	Kathy Whitmire was present by phone. A quorum was established.	
Opening Prayer Lighting of the Christ Candle	Rev. Tim led the opening prayer and the lighting of the Christ Candle.	
Reading and approval of Agenda	<p>Thomas would like to add a motion under Unfinished Business to authorize the board to purchase the water fountain.</p> <p>There were no objections to the amended agenda. The agenda is approved.</p>	(Attachment 1) Agenda draft
Unfinished Business	<p>Thomas made a motion to authorize the board to purchase the water fountain presented in May 24, 2018 board meeting with money raised during the action auction. Jerry would like to add a friendly amendment to allow ultimately \$2000. Richard seconded the motion and friendly amendment. Motion passed unanimously.</p> <p>Richard made a motion to allow members of the gallery to speak as required. Thomas second Motion passed unanimously.</p>	



AGENDA	INFORMATION ITEM/DISCUSSION/CONCLUSIONS	FOLLOW-UP/ACTION
<p>New Business</p>	<p>a. Presentation by David Tasaka regarding marketing ideas for Unity Church of Hawaii. Proponent of active marketing.</p> <ul style="list-style-type: none"> • No one talked to a new/visiting member. UCOH is not a welcoming church. • David attended a church marketing seminar given by a church that started with 75 people and grew to 50K around the world. <ul style="list-style-type: none"> ○ The church was New Hope Christian Fellowship. ○ New Hope embraced technology, live streaming 2000 internet congregants. \$400,000 in donation by internet congregants. ○ You run the ministry, the church will support you. ○ Start with small groups. • As a paid staff member under Rev. Sky, UCOH grew from 125 people to 750 congregants due to constant attention to marketing and events created to bring new people in. • Instant engagement with new visitors. • Church should be open to evolutionary marketing. • Traditional model - Teach and they will come. What works is love them and they will come. <ul style="list-style-type: none"> ○ Bring in classes, <ul style="list-style-type: none"> • Look at a marketing plan to grow the church. • 25-year minister developed a system to welcome members. • Demographic survey of the church to develop a marketing plan that is congregant based. <ul style="list-style-type: none"> • NONES – 27% nationwide. Suspect this demographic is larger in Hawaii. • David will work pro bono. Would like to help. Integrate and build new systems. • Church needs to bring new congregants rather than relying on old congregants. 	



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	<p>Questions and answers</p> <ul style="list-style-type: none"> - 1) Do you think that the location of the church makes a difference in growing the church? No. Rev. Skye was able to grow the church. - 2) Does your marketing plan include a written survey? Or focus groups? Create the broadest base as is possible. Survey group as a feedback mechanism. Start with small groups to promote fellowship, bonding, family. - 3) From experience. People said they were interested in growth but when the church began to grow, the establishment felt threatened. How do we assess the readiness of a congregation to grow? Demographic survey should include suggestions, what do you want to see. - 4) During John Strickland’s time, small group, Friday service, let the membership run the church. We were not prepared for the growth. Can the administration of the church handle the growth of the church? Need design for growth, no systematic growth. <ul style="list-style-type: none"> • The board should consider going to the larger churches, most have Saturday services. • Big Unity churches are emulating larger churches. • Serve the community and those who feel negated. • David is willing to help with systems to help grow the church. • Will start with things that could be done right away. <p>b. Presentation by Susanne Sims regarding Proposal for Unity Church of Hawaii Retreat Center.</p> <p>Suzanne ran a retreat center on the Big Island for 10 years. We have all the ingredients for retreat ministry. The proposal had been distributed at last board meeting.</p>	<p>(Attachment #2) Proposal for the Creation of Retreat Ministry</p>



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	<p>Should be minimal work requirement. Goals are listed in the proposal. Takes 6 months to prepare. Coordination required. Aloha Sunday is a huge draw. Connect with cultural events that take place.</p> <p>1) Do we have enough following from outside of the church that will draw interest? 2) Talk to ministers with churches on the mainland that would be interested in bringing groups in. Rev. Tim is aware of a number of churches that would be interested. People’s Convention is coming to Unity Worldwide Ministry.</p> <p>Question: How to accommodate visitors from the mainland? We would use the hotels in Waikiki. Conducted site inspections at Queen Kapiolani, Aston Waikiki, Waikiki Parc.</p> <p>Rev. Tim envisions silent retreats, perhaps once a year.</p> <p>1. How would accounting and receipt of money take place? Online registration via PayPal, restricted account, to pay the requirements. Suzanne is used to managing this job. Use time share vice hotel space. Transportation options are varied. Timing of the retreats are key.</p> <p>2. Breakfast and lunch daily, evening meals all should be catered. 3. Logistics of classrooms, courtyard, 4. Insurance coverage. Check with our agent. She is familiar with event insurance. Start with insurance requirements. 5. Transportation – hiring out will increase cost. Start with volunteer support. 6. What other ways will it affect the staff workload? Social media assistance by Johanna. 22 or so volunteers. She is not concerned with the schedule.</p>	



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	<p>7. Breakfast in hotel. Box lunches. Dinner off site.</p> <p>8. Financial vision? How would the board establish our financial goal? For the first retreat, first year of retreats? Should we expect to break even.</p> <p>Projection is to earn money. We can build enough cushion to project earnings. Suzanne’s experience was profitable from the beginning.</p> <p>Benchmarks should be established. Proposal includes goals.</p> <p>What is the initial investment to establish the first retreat? Numbers haven’t been established. Investment is with the social media expert, marketing plan. Cost is more in terms of time rather than dollars. Rev. Tim is working on ways that would not cost the church more money to pay Johanna.</p> <p>Do you envision a retreat that taps into local vice mainland people? Yes. David would be a great benefit to social marketing.</p> <p>Is there a target date for the first retreat. January – June for the first retreat. Would talk to Kathy Schmidt. She is in the travel industry.</p> <p>Take Let’s Chat during June Town Hall.</p>	
Adjournment	The meeting was adjourned at 7:30 p.m.	
Next Meeting	June 21, 2018 at 6:00 p.m.	



UNITY CHURCH OF HAWAII

BOARD MEETING PROPOSED AGENDA

Meeting Scheduled for May 31, 2018 at 6:00 PM in Room 201
(Continuation of May 24, 2018 Meeting)



I.	LIGHTING OF THE CHRIST CANDLE	5:59 PM
II.	OPENING PRAYER	6:00 PM
III.	CALL TO ORDER	6:03 PM
IV.	ESTABLISH QUORUM	6:04 PM
<u>V.</u>	ADOPTION OF THE AGENDA	6:05 PM
<u>VI.</u>	<u>UNFINISHED BUSINESS – Purchase of the water fountain</u>	
<u>VI. VII.</u>	NEW BUSINESS	6:17 PM
	a. Presentation by David Tasaka regarding Marketing Ideas for Unity Church of Hawaii	
	b. Presentation by Susanne Sims regarding Proposal for Unity Church of Hawaii Retreat Center	
	ADJOURN MEETING	7:00 PM
