

Mission Facility Steering Committee

June 22, 2023

Present: Bill Smith, Bob Kiner, Tom Rich, Kathie Klock, Catherine Dekkenga, Ashley Flynn, Andrea McCartney, Eric Yunag, Robbie Veurink, Reggie Kuipers, Jarrod Smart, Griffin Veldhuizen, Ian Rinken, Debbie Meyer

Bill Smith began the meeting with a focused time on prayer. He then reminded the committee that they will be on stage the weekend of July 8-9. Please arrive about 15 minutes prior to each service. Also, please mark your calendars for the architect interviews that are currently scheduled for July 11 beginning at 8:00am. We will have lunch after we complete the interviews.

The committee was split into two groups for the evening with Tom, Bill, Jarrod, Robbie, Reggie, Catherine, Kathie, and Andrea focusing on the architectural proposals received.

Eric, Ashley, Ian, Griffin, Bob, Jon (via phone) and Debbie focused on Communication. Eric facilitated the meeting. He began by laying out the agenda highlighting five areas as listed below:

- **Key Principles**

We need to keep Central's Mission at the forefront, which is "Central Church exists to help you share the love of Jesus with your relational world."

Team Mission: To **inspire** others to invest in expanding Central's impact in God's eternal work. We have three basic categories for this expansion.

1. Message (Vision) Colossians 4:6
2. Fundraising (Generosity) Matthew 6:21
3. Finances (Stewardship) 1 Peter 4:10

Eric asked if the committee felt if this reflects where we are at. Bob shared that we need to communicate that we are giving to a building project. How do we make it personal - that they are investing in a ministry enhancement that leads people to Jesus. This is where refinding our story to share with the congregation is critical. Jon, Bob and Ashley will work on messaging strategy and can bring others in to assist as well.

- **Communication Phases**

Eric shared what he saw as three distinct phases for communication.

1. Exploration (What would a project look like?) We need to be transparent
Web/Stage time (July '23-Dec '23)
2. Engagement (how do we get there financially) Generosity - Fundraising (Jan '24-June '24)
3. Execution (how do we sustain momentum?) Encouragement (July '24-June '25)

Eric shared a concept of having everyone vote (including non-members) to simply affirm a building project between the exploration and engagement phases. Then if we

move forward, formal members would need to vote between engagement and execution to take on debt.

It was brought up how do we minimize stress? Andrea could play a critical part as the anchor of prayer encouraging her to build out a strong and robust prayer team. We could also engage folks through the website listing specific prayer points as the project progresses. .

- **Team Alignment**

Message - Website Launch Content

July 8/9 Stage Messaging (kickoff - where the vast majority of folks hear about this exploration for the first time to engage their spirits) - would like the website with basic info available on that date, so we have approximately 2 weeks to pull together. Jeff should deliver this message, using exploration terminology is extremely important along with prayer. Share the story of why we are exploring this ministry expansion.

90/120 day communication plan

FAQ refinement

Fundraising

Preliminary Giving Analysis (Feasibility)

Campaign Consulting Research (Costs for this research?)

Campaign Strategy Development

Finances

23/24 Budget

Building Expense Strategy

Reserve Allocation Strategy

Bylaw Process Clarity

- **Historic Timeline**

Eric shared a visual where historically we have expanded and God has been faithful. This could be put into a cyclical illustration.

- **Communication Matrix**

We discussed some of the following for initial components for the website.

Why Expand? - Jeff/Elder discernment overview

Historic Timeline Graphic - Pictures, Dates, Impact

Committee - Pics/Brief Bios

How do we pray (Andrea) - sharing of stories/ideas

FAQ - Committee and Elder (co-authored) answers supported by scripture

Meeting Minutes

Eric will send out a draft of the FAQ that he and Tom have been working on to the committee.

Bob shared some thoughts of the need to engage the entire congregation - at one point how will we involve the entire church? We need to stress to the congregation on July 8, that they need to start praying for this exploration process. Jon shared that while we ask people to pray, we also need to gather stories of how Central has impacted individuals. Stories lead us to the path of ministry and not just fundraising. Ian shared that the Comms Team has been asked to produce one video each month of impactful testimonies.

The Comms Team will begin working on the design of the website.