

## **Mission Facility Steering Committee**

August 3, 2023

Present: Bob Kiner, Bill Smith, Tom Rich, Kathie Klock, Catherine Dekkenga, Jon Hiatt, Reggie Kuipers, Eric Yunag, Mandy Budig, Griffin Veldhuizen, Andrea McCartney, Robbie Veurink, Debbie Meyer

We began our meeting with a time of prayer focusing on unity and for the Holy Spirit to give us wisdom and discernment as we focus on His mission.

Tom shared that we are still in the process of signing a formal contract with TSP. This information has been brought before the Elders and it was the consensus that we engage James Wiederrich of Woods, Fuller Law Firm to do a complete review of legal documents. It was noted that a number of our Elders have used him with their business and he has a good reputation.

The committee was split into two groups for the evening: the Building Team and the Communication Team.

Eric led the discussion for the Communication Team. He talked about what is our focus - Central's purpose and expression of oikos. We need to inspire others to invest in expanding Central's impact in God's eternal work. To reiterate, we have three basic categories for this expansion.

1. Message (Vision)
2. Fundraising (Generosity)
3. Finances (Stewardship and sustaining the enthusiasm)

It was again noted that we are considering 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 as per our Bylaws.

Thus far, relative to the Messaging, we have launched a page on the website ([centralsf.org/mission-expansion](https://centralsf.org/mission-expansion)) that outlines the "why" we are considering expansion, Prayer Points, Historic Timeline, Frequently Asked Questions, as well as other pertinent information. We currently have the most up-to-date info on the website. It was suggested that it might be beneficial to track what the engagement has been on the website. Additionally we introduced the Steering Committee on stage in July. We need to continue to develop the communication plan and part of that will be the development of a video. Could we possibly present a preliminary timeline at the annual meeting Aug 26-27.

Relative to fundraising, we will need to complete a preliminary giving analysis. Additionally, we need to determine what costs would be incurred for a Campaign Consulting Research. This will help determine our Campaign Strategy Development and Future Facilities Year End Campaign.

Our Trustees are beginning to work on some financial data now that we have our 23/24 budget approved. Other issues to consider include:

Bylaw process clarity

Building expense strategy

Reserve Allocation strategy

Generosity Stewardship training/development

The Communication subcommittee met with the creative team and the theme that surfaced was ***I was invited***. Every story has its own origin oikos story. Someone connected or reached out to someone. We need to capture some of those stories. It was suggested that perhaps we have a place on the website that you could share how you came to Central. Who invited you? Another suggestion is to have a white board in grand central to write down who invited you. Could we do a photobooth to do a video to tell your story about who invited you or an opportunity to thank the person that invited them. It was suggested that we could possibly have two themes, I was invited but also I invested.

Communication Plan Framework

How do we methodically communicate to the congregation? We don't have a ton of info right now. We are hoping that TSP will be with us for our next meeting on August 17, so hopefully we will have more information to share. We need to figure out a way to push the website - possibly a rotator slide or pre service, digital sign with QR code would keep it in front of folks. Possibly a FAQ question on the screen. Bait them in with a question that changes each week?

In the past, the DNA of this church has been to move forward when we needed to expand. However, we need to build consensus through casting a vision so that we bring everyone along as this is not a foregone conclusion. Along those lines, we need to create more ownership by promoting membership so that we have a good number of those participating in the official vote.

The question came up as to whether or not we would consider doing the 90-Day Challenge like Eagle Brook Church. Basically you tithe 10% of your income for three months. If you don't experience a season of growth in your relationship with Christ, they refunded 100% of the money given during that time.

It was noted that it is fertile ground for Jeff to teach on stewardship. We don't want something from you, but for you. This should be a spiritual growth opportunity - not just a fundraiser. We want to give because the spirit is moving, not twisting arms.