

## **Mission Facility Steering Committee**

September 28, 2023

Present: Tom Rich, Bill Smith, Mandy Budig, Jon Hiatt, Ashley Flynn, Eric Yunag, Griffin Veldhuizen, Reggie Kuipers, Rachael Weiland, Ian Rincken, Debbie Meyer

Our meeting was opened in prayer. Thanking God for his faithfulness throughout our 140 years, seeking His wisdom and unity among staff and the congregation.

Rachael Weiland was introduced as she recently accepted an invitation to serve on this committee. Rachael currently serves on Central's Trustee and Kingdom Fund Boards. She is the Business Development Manager at Clickrain.

Bill shared the need to have a point person to oversee the development of strategy to creating custom and actionable plans for capital campaigns, major gift campaigns, etc. Bill suggested that Jon Hiatt serve in that capacity and the Trustees are in favor of that appointment and the Steering Committee also agreed. Jon has been in conversation with Mick Tune (consultant that we have used in the past for fundraising). We currently don't have any formal agreement with him, but will continue to finetune what services we would like his firm to provide along with a timeline. Who needs to be involved in that conversation? Would want architect and communications folks

Additionally, Bill noted that the Trustees authorized a designated online giving opportunity for "future facilities. The Communications Team will add this to the Frequently Asked Questions "Can I Give to Future Facilities Now?" and provide the link to online giving.

Bill shared that next week we will begin the "User Group" meetings. Tom & Bill will sit in on these meetings to hear input from the various departments.

To date, they are as follows:

October 5 - Student Ministries, Large Group Gathering, Office & CPK

October 11 - Kid Central

October 12 - Worship

Other important dates that were noted:

- October 17 - Interviews for CMaR (8:00am - 1:00pm)
- October 19 - Steering Committee meeting to recap User Group meetings with TSP (this meeting takes the place of our regularly scheduled meeting on October 12)
- October 28/29 - Video presentation of Jeff sharing the challenges of the next 2+ years
- October 29 - An evening gathering for congregation members and TSP making a presentation. (possible multiple choice feedback survey).
- November 9 - Half day workshop with the entire Steering Committee. Models/concepts from TSP.
- December 2-3 - Celebration of 140 years of Central! TSP showing some graphics and providing opportunities for feedback.
- December 10 - Congregational meeting in evening to receive additional feedback
- December 14 - Steering committee meeting (will reconvene in January 2024)

- January 31, 2024 - Congregational vote of affirmation to move forward with expansion

Building subcommittee departed to begin the review process of the 6 proposals that they received and hope to narrow down to 3-4 by October 5. The Communications/Fundraising subcommittee stayed to discuss next important steps in the process.

Does the Communication Team need anything from the Steering Committee for the upcoming video? Ian shared that they were taking some inspiration from an Apple video that he had viewed a few weeks ago. The goal would be to launch this heartfelt video during our December 2-3 weekend for our 140 year celebration. The Comms Team has identified some individuals to video (Student Central person, Shirley Hoehl, a LifeGroup person) and they have reached out to them. The intent is to film the video in their space (home/work/school). However, if the committee knows of people that would share stories of life change, we need to put a structure in place to get those names to Ian and Griffin as we desire to provide a broad age range. Student Central and CPK are areas that are causing growth so we need the right type of stories that focus on the missional areas that we are focusing on. Mandy suggested that we need to tap into the volunteers that are working in those areas as they would have first hand knowledge of stories that staff might not be aware of. Tom and Jeff are currently working on writing the script for the October 28-29 video and will share with the Lead Team when finished. Two videos will be produced for this project in October, Jeff's announcement and the other would be for the website.

As we consider fundraising, Bob shared that we need to appeal to different giving units maximizing the message to enhance the project. A general category breakdown might look like the following:

Investor Group (20)  
Core (250)  
Xxx (1250)  
Crowd 3500

The majority of the needed funds will come from a small number of donors. We will need to identify people and relationships determining what connects them in their heart to give. The public campaign phase might not happen until October 2024.

As Ian was thinking about how to collect stories, he shared that the tag line "I was invited by" could be on our website with a google doc for folks to share their story. For those who don't use the internet, we could possibly use a physical mailer for that segment of the population. Eric shared that we need to come up with a big picture strategy in the next 30 days.

It was noted that the "silent" phase is typically the longest and campaigns typically run 3 years. Eric, Jon, and Rachael will get together to begin creating a framework for communicating to the congregation.

Do we need to create a google doc to drive the actual execution of tasks or is there a tool to use? It was suggested that Griffin contact our new Communications Director to see what project management system she would like to use to assist in this process. It was suggested to set up a meeting with her to receive her input. Eric and Rachael would like to be in that meeting with Jodi as well as the other Communications folks.