

Christ Church Vestry Meeting Minutes December 9, 2010

Present: Wilson Anthony, Barbara Cairns, Ted Cover, Oliver Faulkner, Betsy Field, Andy Johnston, Wes Jones, Ruth Kirk, Martha Lankford, Gina Pike, Bitsy Robbins, Rich Tucker, Ann Wick

Also Present: Jennifer Andrews-Weckerly, Russ Bohner, Kay Keenan, Kris Younger

Absent: Steve Brodt, Dana Robertson

The meeting was called to order by the Rector at 7:05 PM, who offered the opening prayer.

Minutes from the November 11 vestry meeting were approved with minor revisions.

Spirit Life Cluster Report (see Addendum A)

Wilson Anthony presented the report for the Spirit Life Cluster. Wilson noted that as we head into the Christmas season, there are many opportunities for worship, fellowship, and spiritual growth. Upcoming events include the Advent Quiet Day, Messiah, concert by the Jesus College Choir, Christmas Pageant, Caroling, four services on Christmas Eve, the Christmas Lessons & Carols Service with the Christ Church and St. Agnes Choirs, and worship and festive potluck on The Epiphany.

Stewardship Cluster Report

Wes Jones presented the report for the Stewardship Cluster. Wes gave an update on the 2011 Stewardship Pledge status. Wes distributed a report prepared by CCCH Treasurer Ned Jackson. Ned estimates that 2010 year-end giving will meet or exceed the pledge total. Ned's current estimate of 2011 final pledging is \$1,185,000, up from 2010 but slightly below the number used in the 2011 Ministry Budget approved in November by the Vestry.

Service to Others Cluster Report (see Addendum B)

Barbara Cairns presented the report for the Service to Others Cluster. Barbara asked that the minutes reflect thanks to Allison Brokaw and all of the committee chairs and others who assisted in making the Green Show a wonderful success.

Special Report: Website Design Team (see Addendum C)

Kris Younger and Kay Keenan gave a presentation on behalf of the Website Design Team. A report on the progress and findings of the committee and a selection of Frequently Asked Questions regarding the project were distributed. Kris gave a video presentation which reviewed and expanded on the information included in progress and FAQ document. Martha mentioned that Pastoral Care is an important part of life at CCCH and should have a place on the Evangelism Page of the new website. Kris encouraged members of the Vestry to continue to give suggestions and input as the website design process moves forward.

Vision Building: Intentional Practice with Technology

As a continuation and follow-up to the work begun at the Vestry Retreat, the group considered technology at CCCH and worked to envision what technology may look like in 2018 at Christ Church. Ruth discussed the possibility of incorporating video into our worship and how this may be a long-term goal for CCCH. The group discussed the changing nature of technology and the need to formalize a process at CCCH to review and integrate new technologies on a regular basis.

Rector's Report (see Addendum D)

Ruth presented her report. Bryan Stevenson will be a guest speaker on Thursday, January 20 from 7:00 to 8:30 PM. Bryan is the founder of Equal Justice Initiative.

Ruth discussed the new structure of the Jessie Ball du Pont Fund and how that will affect our application for grants. Ruth visited with the Cathedral Choir School and has been asked to take an active leadership role in support of our grant request.

Other Matters and Final Thoughts

2010 Housing Allowance

Ruth asked for the approval of resolutions for the Housing Allowances for the clergy. Rich Tucker moved and Ann Wick seconded that the allowances be approved, and the motion passed unanimously.

Election of Delegates for 2011 Diocesan Convention

Wilson Anthony nominated Jennifer O'Connor to a two-year term as CCCH delegate to Diocesan Convention and Rebecca Durgin as Youth Representative for a one-year term. Martha Lankford seconded; Jennifer and Becca were elected unanimously. Jennifer will join Chuck Durgin in representing Christ Church at the Diocesan Convention. Rich Tucker will serve as alternate.

Election of Nominating Committee

At the suggestion of Junior Warden Steve Brodt, the four outgoing members of the Vestry will serve as the Vestry Nominating Committee. The committee will present a slate of candidates for election to the Vestry in May 2011.

Ruth led a silent devotion as the Vestry considered the Advent season.

The Closing Prayer was given by Ruth Kirk.

Meeting was adjourned at 9:30 PM.

Next meeting: January 13, 2011

Respectfully submitted,

Wilson Anthony, Clerke Designate

ADDENDUM A

Spirit Life Cluster Report – December 9, 2010

Worship

1. As a result of suggestions by youth and parents at the J2A program orientation meeting in September, a new choir has been formed at Christ Church. The St. Agnes Choir

- (named for the patron saint of teenage girls), currently comprised of six teenage women, gave its first performance at the Advent Lessons & Carols service. St. Agnes is next scheduled to sing at the Christmas Lessons & Carols service on January 2 at 11 AM.
2. Eucharistic Minister Training was held on November 10. Updated guidelines were distributed. A follow-up session for those who could not attend and wish to be recertified as EMs was held December 7.
 3. An Advent Quiet Day has been planned for Saturday, December 11 from 8:30 AM to 12:30 PM. The Very Reverend Ian Markham, Ph.D., Dean and President, Virginia Theological Seminary, will offer meditations on the Incarnation leading into quiet times for reflection, reading, meditation, prayer, and the use of a canvas labyrinth. A flier about the day has been designed and is available for hand out. Text has been sent to the Delaware Communion, The Net (a Diocesan weekly email), The New Castle County Episcopal Clergy, and our Website. An announcement about the Quiet Day has also appeared in the eNEWS, the Communicator, the Bulletins, and local newspaper.
 4. An Epiphany service will be held at 6:00 PM on January 6 with a potluck supper to follow.
 5. Andrew Lumsden visited Christ Church as Musician in Residence November 19-21.
 6. The Christ Church Choir will present Handel's *Messiah* at 3:00 PM on December 12.
 7. On Monday, December 13 at 7:00 PM the combined Choirs of Jesus College, Cambridge, England will present a holiday-themed concert in the Church.
 8. Worship services will be held on Christmas Eve at 2:00, 4:00, 6:00 and 10:00. Passes will not be distributed this year. Christmas Day Eucharist will be at 10:00 AM, and services will be at 8:00 and 10:00 on December 26, with a coffee hour to follow.
 9. A Baptismal Service will be held at 9:00 AM on January 9.

Spiritual Formation

1. The UrbanPromise Banquet was held at the Chase Center on November 11. Christ Church was represented at a table that included members of the church, our former preschool head, Catherine Dolan, other friends, and UrbanPromise parents.
2. The Labyrinth Committee has met several times throughout the fall. The group made a visit to a labyrinth at Holy Family University outside Philadelphia. Gina Pike has been consulting with the Labyrinth Company on possible designs and materials. She has shared with the committee samples of pavers that could be used to install a labyrinth at Christ Church. The location would be behind the Memorial Garden and in alignment with the cross, the entrance to the Church, and the altar cross. Linda Boyden has been working on a budget and made a presentation to the Vestry at its November meeting. Steve Boyden has written an article for the December *Communicator* updating the parish on the progress to date of this project. Information about the Labyrinth Committee and its work will appear on the Christ Church website. In addition to the Advent Quiet Day, opportunities to experience a labyrinth walk after the New Year are being planned. The canvas labyrinth will also be available in Parish Hall B for use by Christ Church Youth attending the Lock-in on December 10 and by the parish on Sunday, December 12 between 11 AM and 3 PM. On Sunday, during the Advent Adult Enrichment hour, Ruth will offer a presentation on the history and practice of walking a labyrinth. Posters will be in place describing the labyrinth and explaining the stages of a labyrinth walk.

3. The Adult Christian Education Program opened our program year with a lecture and workshop from Dr. Luke Timothy Johnson, renowned New Testament scholar, who invited us to “learn Jesus” through studying Jesus’ message, approaching God through faith, and interacting with each other in community. Russ followed up on Dr. Johnson’s message in a session entitled *Jesus: Dead or Alive*. To proclaim that Jesus is Lord is the foundation of our faith, and Russ reminded us that Jesus is as radically present to each of us in this time and place. In a session on the *Revelation to John*, Russ cut through all the apocalyptic metaphor to uncover that if we stay faithful to God, the Kingdom of God can become real here among us. In a session on *Paul’s First Letter to the Corinthians*, Ruth explained how Paul lays out what it means to love one another. And in another session on the New Testament, Russ gave us a powerful image to summarize the lessons of the *Letter of James*. Using an image of a burning building, Russ encapsulated James’ message that we must understand our neighbor as someone we love, not someone with whom we compete. Jennifer offered a session on *Ecclesiastes* and the message of Torah taken as a whole. She described *Ecclesiastes* as a good book to go to when you are frustrated, and she provided insight into Torah, which provides little separation between our call to worship God and our call to promote justice for the widow, orphan, and stranger.
4. A Rite-13 Ceremony will be held on January 23 for youth who have recently turned 13.
5. A J2A group lock-in will be held December 10-11.
6. A mandatory orientation and information session for next year’s Dominican Republic Youth Mission Trip will be held at 1:00 PM on December 12.
7. The Christmas Pageant will be December 19 at 5:00 PM, followed by a potluck dinner.

Parish Life

1. The Annual Meeting Committee met in September. Susan Casscells attended as she has accepted the invitation to Chair the 2011 Annual Meeting to be held on Sunday, May 15. The Vestry Election will occur a week earlier, on Sunday, May 8. A preliminary plan for the Annual Meeting is being considered and will be revised with input from the Vestry after its January meeting. Susan will be invited to attend that meeting as discussed at the Vestry Retreat.
2. A Vestry Nominating Committee will be elected at the Vestry’s December meeting and will gather names of prospective candidates. Sherry will proceed with the notices to the parish according to the Bylaws.
3. The Parish Life Committee completed the draft of our committee charter and sent it to Jennifer Andrews-Weckerly on November 17 for circulation and comment from the staff. The next PLC committee meeting will be at 7:00 PM on December 15.
4. The Thanksgiving Interfaith Event on November 14 was a big success, with 200 bags assembled.
5. Plans are being put in place for the Christmas Caroling event (Tuesday, December 21) to lessen confusion about the route and be safer getting off and on the buses. In addition, the event will start earlier, with kids’ bedtimes in mind.
6. A newcomers’ welcome brunch will be held in January, tentatively on January 9.
7. New Foyer Groups are being formed for 2011.
8. A St. Nicholas Celebration was held December 5 in the Parish Hall. The time of fellowship included cookie decorating, storytelling, and a special visitor.

Submitted by Wilson Anthony, Betsy Field, Bitsy Robbins, Rich Tucker

ADDENDUM B

Service to Others Cluster Report – December 9, 2010

Pastoral Ministries Team

The Pastoral Ministries Team (PMT) held its regular monthly meeting on November 30. The meeting was led by The Rev. Russ Bohner. Items of note were:

- The Helping Hands Ministry has been busy providing rides and meals when needed. Several non-parishioners have joined the HH volunteer list.
- Caregivers Support Group was facilitated at its November session by The Rev. Jennifer Andrews-Weckerly. The meeting went well and continues to support those involved.
- Prayer Shawls and Prayer Beads were blessed at the 11 AM service on November 14. They continue to be well received by recipients.
- Russ highlighted three items that will soon need to be addressed:
 - a) The recently-approved comprehensive safe church policy applies to some pastoral care ministries, such as Lay Eucharistic Visitors, Helping Hands, and Visitation. Procedures will be established to report pastoral activities where applicable.
 - b) Russ plans to meet with each PMT member individually beginning in January to discuss what is going well and what might be improved in each ministry.
 - c) Beginning in January, organizational guidelines will be developed to address operation, transition of leadership, etc. for PMT in compliance with the Vestry's request.

Outreach

Green Show: Congratulations to all who made the 2010 Green Show beautiful, well-attended, and full of a joyful spirit to work on behalf of others. While it is too early to report financial results, we can report the robust support of the parish in preparation for this vital fund-raiser, the terrific creativity, hard work, and fellowship that makes this a hallmark of the Christmas season, and a wonderful embracing of our call to service. May the minutes of the Vestry meeting reflect our gratitude to Allison Brokaw for her leadership as the 2010 Green Show Chair along with the Vice Chairs, Committee heads, and many helping hands.

Jessie Ball du Pont Fund Grant Application: Further submission of a grant application in partnership with the Cathedral Choir School will be withdrawn at this time. New direction for the February grant cycle will be determined. Background: a grant application was submitted earlier this fall in conjunction with the Cathedral Choir School requesting support of work recommended in the CCS feasibility study that would strengthen the organization as it moves toward a capital campaign. Changes in the School's plans, along with changes in direction at the Fund, warrant CCCH stepping back from the initial proposal to determine a new path forward and further develop the relationship with our new Fund contact.

Global Missions: no report at this time

CCEP: no report at this time

Submitted by Martha Lankford, Barbara Cairns, Gina Pike, and Ann Wick

ADDENDUM C

Website Redesign Report – December 9, 2010

In the process of thinking through the CCCH web site redesign, the committee engaged in three key activities.

First was the critique of the existing site, what we liked, what we didn't. Almost universally, it is felt that the current site, while adequate, is quite dated and might be better. Second, we searched the internet for many sites that we liked or didn't like, that were well-designed, clearer in focus and mission. Third, we interviewed clergy, vestry, and surveyed parishioners in an attempt to ferret out requirements, impressions, opinions, and ideas around what our new website should have (or not) and provide for the audiences we've identified.

Based on these research activities, this paper seeks to summarize at a high level these findings.

The website of CCCH needs to achieve three things:

- promote and evangelize the ministry of Jesus Christ.
- provide key evangelism/marketing/newcomer information about CCCH.
- provide support for key parish operations for parishioners, staff, and clergy for the management of time, talent, and treasure.

We have identified, through the study of many other existing websites, the need to segment the audience of people who are targeted by the website into two different audiences.

Parishioners - This audience is our current parishioners or members - people who have self-identified with CCCH in a variety of means, but these are people known to us in our community.

Newcomers/Guests - This audience contains new people who might be looking for a new church home. It also contains those folks who are visiting us as guests, either for worship, a music event, a lecture, a conference, a wedding, a funeral, or other church event.

Many churches are segmenting their web audiences in this way. The primary reason is to better target and deliver information to these different groups. These two key segments have entirely different needs in what they require from us and our web presence. We feel strongly then, that there should be two primary "sites" (they are the same site, but offer two different informational services).

- 1) The Newcomer/Guest/Evangelism/Information Site - this will be a public site located at www.christchurchde.org. This should be a high-production-quality site, one with graphics, pictures, information-at-a-glance about who we are, what we do, and how we try to help others. It should be inviting and approachable. It should try to paint us as who we are in an honest fashion. It should also promote the ministry of Christ, by offering reflective scripture, readings, and perhaps other inspirational texts.
- 2) The Parishioner Support Site - this site will be a secure site, requiring registration, and will be located at service.christchurchde.org. It will offer tools and organizational capabilities to help parishioners with the running of the church community, managing time, talent, and treasure.

There will be prominent and obvious links on each site pointing to the other. (In actuality, whether they are the same site or different ones isn't of any significance.)

Additionally, we have discovered that in 2010, most churches have made their web presence almost the entirety of their marketing efforts. Newspaper ads, phone book ads, radio/TV, and other media are tapering off in their budgets, being replaced by money being spent on the web presence and search engine optimization (so people will find them when they search for a church in a particular area).

Newcomers Support Site

The main website for the church needs to be a professional, attractive, well-designed site. It needs to create in the visitor's mind, a clear presentation of who we are as a parish. It needs to explain that we are Episcopal, focused on worship, community, and service in the world. It should have Jesus and God right up front, with potential scriptural references. It should be a vibrant site, with pictures of our people, activities, the church and parish hall being used, emphasizing the depth and breadth of our congregation.

The main website should, to the best extent possible, embrace an open attitude toward the general evangelism of Christ. We might focus on life events that cause people to seek a new church home, like family expansion, death in the family, divorce, marriage, or baptism. We could have scriptural quotes in support of these life events.

The site should describe the four overarching themes or pillars of Christ Church: Worship, Music, Outreach, and Education, and the site content should mention overview material about all of these areas.

Finally, the site should make it easy to understand directions to find us. Information about worship service times, parking, child care, and handicap access should all be simple to get to, and this information should be clear and concise, easy to print. It should be as up-to-date as possible, linked to a mapping service. There should be some effort to make this information easy to get on a mobile device like a phone.

Parishioner Support Site

This audience needs a variety of communication, information, and collaboration tools. The audience is heavily segmented into groups who use the internet and tools found there naturally and those among us who do not. This is a changing audience, as people come and go. Managing time, talent, and treasure should be the key aspects of the parishioner section of the site. It should be easy for someone to find all kinds of useful coordination information about volunteer activities in the church. It should have sections for each major ministry, committee, and other ad-hoc groups. Information about members, the ability to access a member's contact data, and other capabilities should be available. Files, notices, discussions, and lists should be things users can place here. It needs to act a little like a private "Facebook" for CCCH. It should have email linkages so people can subscribe to be notified by email when things important to them change.

Minutes of meetings, records of previous years’ activities, and open discussions about current issues should be available on the site. Much of this material is currently trafficked via email, and much might continue to be, but integration of this site into people’s email workflow is critical.

But in spite of our desire to be open, welcoming, and transparent for our members and guests, we also need to understand that certain things are not okay on today’s internet. One of these is where certain information needs to be shared only among those of us who self-identify with our church. There is an entire category of information we need to keep “in the family.” Phone numbers, email addresses, pictures of our children and adult members where personal information is displayed (like names); all this type of information, for better or worse, needs to be controlled by a modicum of security and discretion. We have this sort of thing now; the parishioner lists are kept “behind a password-ed page” and this sort of protection will only be more important as more of our church operations are documented online.

FAQ (Frequently Asked Questions) regarding the Proposed New Website for CCCH

1. Why do we need a new website?

The world has changed since we created our last one nearly ten years ago. The first place people go “church shopping” is the internet, and so that we present the best image possible for Evangelism, we need to do a major overhaul in that area. Churches are coming to recognize that there are two audiences: Visitors and Members. Our current site has many elements that will be maintained for members.

2. Who has been the Website Team and who selected them?

Ruth Kirk asked us to serve and our group includes:

Person	Talents/Professional Experience
Wilson Anthony	Wilson, like Kay, has been involved from the client side and has been our vestry representative.
Bill Haley	Bill is President, Interactive at Allied Pixel (www.alliedpixel.com), an integrated media production firm. Bill has overseen hundreds of interactive projects over the past 17 years, including website redesigns for corporations and institutions.
Rob Jarrell	Rob is a graphic designer with a specialty in web design.
Kay Keenan	Kay is a seasoned marketing executive and has been the client for a number of large-scale websites. Like Sherry she was on the original team.
Sherry Lawton-Fasic	Sherry was part of the parish team that led the last site development and is responsible for the management of the current site.
Tom Scott	Tom leads Incite-Solutions which technically manages our current site. Tom also was part of the original team.

Kris Younger	Kris is an experienced new startup leader with experience with ideas, execution skills, quick study with new technologies, and has extensive background in the development of new technology.
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3. Will we have all services broadcast via the new website?
No, while we are planning to incorporate video in the site, we do not believe there is the demand at this time to broadcast each worship service.
4. How will you incorporate the Christ Church Preschool?
The Preschool will continue to have its own website which we will link to, and the Preschool will be included globally as an active part of our community outreach.
5. Are there websites for churches that we can just customize for us?
Yes there are, and we are investigating this option.
6. A new website is well and good but how will we drive traffic to the site?
We will dramatically improve our SEO (Search Engine Optimization) with the new site. Currently, a Google search for "Wilmington de episcopal church" does not return our site on the first page. The good news is when the search is changed to include "Greenville," our site is well represented. SEO strategies are constantly changing, and we will avail ourselves of the best technology available when we make this move.
7. Over time, will the website committee continue to be responsible for the site?
The plan is for the church staff to keep the Evangelism site up to date as they do now (Sherry Lawton-Fasic currently leads this function). The Website Committee is a part of the reorganized Communications Committee, so the oversight of the website will rest with them. Long-term, we would like the parishioner site to be maintained by committees and parishioners.
8. What do we think a new website will cost?
For planning purposes, we believe the estimate will be between \$20,000 and \$40,000. Until we develop an RFP (request for proposal) and get potential vendors involved, we won't know for sure. By planning to continue to use parts of the current site, we anticipate that will minimize our expenses. We have reached out to other churches that are in the Consortium of Endowed Parishes as well as other churches our size and find that they are investing similar amounts of money in their new websites.

ADDENDUM D

Rector's Report – December 9, 2010

Personal: When the office calendar page turned to December, I had a hearty laugh at myself. The image is of a woman priest in the sanctuary one Sunday in Advent, in contrast to the office one Monday in Advent. Russ, Jennifer, and I work with the rest of the staff to create inspirational, peaceful, hopeful, joyful encounters with the holy in worship, in learning, in fellowship, and in service. It is a privilege of our priesthood. It is also stressful in the midst of all the other duties of our calling and the obligations of holiday time. I ask your prayers, which I count on, so that God can use the gifts of your priests this holy season.

Staff: In accordance with our personnel handbook, the office is closed for a half day, December 24 & 30 and for a full day December 27 & 31 so that the staff can enjoy time away from their tasks. Several staff members are taking additional vacation time in the Christmas season. The staff Christmas lunch will be at the rectory on January 5.

Parish: I am grateful to **Allison Brokaw** and the many members who assisted her in leading the Green Show this year. Thank you to all the members of the Vestry who attended, assisted, purchased, produced, and promoted another excellent weekend of ministry.

In January we welcome **Bryan Stevenson as a guest speaker on Thursday, January 20 from 7 to 8:30 PM**. Bryan is the founder and executive director of the **Equal Justice Initiative**. Visit his website www.eji.org for more information. I hope all the Vestry can be present to hear Bryan speak about our responsibility as witnesses for hope in a world of poverty, punishment, dysfunction, and despair. A 20-minute telephone conference with Bryan was inspiring; I'm confident his lecture will be electrifying for our call to social justice. ACE plans to focus Sunday morning programs in January around related topics. Catherine Lombardozzi and Steve Werbe from ACE and Chris Simon and Tom Allingham (attorneys) are working on the event.

As you read in the Service to Others cluster report, the Jessie Ball du Pont Fund has a new organizational structure and a new contact for Christ Church. Sally Douglass is very aware of our ministry and has requested the rector's investment in the process to assure that the grants we request are for causes that I have a passion/vision for our engagement. Our ministry with the Cathedral Choir School is the reason behind the recent request for a grant. As the congregation of St. John's is reaching out to the diocese to plan their future, Christ Church needs to be clear about our commitment to ministry in Brandywine Village, now mostly through the Choir School. At my tour Wednesday evening, eight of the twelve adults present were members of Christ Church. I would like to call the CCCH community who are invested in the Choir School together with members of the Outreach Committee and Vestry in early January. I hope to have a date to propose to you in the next week.