UUSJ Board Meeting

June 2, 2018

Accotink UU Church

**Attendance:**

Board Members Present:

Martha Ades, at large, Board Secretary, UU Congregation of Fairfax

Peter Bishop, member, Washington Ethical Society

Bob Blinn, member, UU Church of Arlington

Al Carlson, member, Reston UU

Jane D’Ambrogi, member, Towson UU

Bob Denniston, at large, Board Chair

Terry Grogan, alternate, Reston UU

Lavona Grow, at large, Arlington UU

John Gubbings, member, Cedar Lane UU

Ed Kringer, member, Accotink UU

Marti MacKenzie, alternate, Towson UU

Bob McCarthy, alternate, UU Congregation of Fairfax

Sean McCarthy, member, Rockville UU

Mike McCord, at large, Treasurer

David Strauss, alternate, Rockville UU

Armele Vilceus, member, All Souls Church, Unitarian

Staff Present:

Pablo DeJesús, Executive Director

Guests Present:

Jeff Arnstein, Towson UU

Pete Fonteneau, Accotink UU

Loretta Garcia, River Road UU

Gary Magnuson, Frederick UU

Anna Rhee, consultant

Jeff Wilklow, Accotink UU

Members Absent:

Linda Doyle, member, Mt. Vernon UU

Pat Karlsen, at large, Cedar Lane UU

\*Jack Lebowitz, member, River Road UU

Roger McIntire, member, UU Congregation of Columbia

\*Karen Scrivo, member, Goodloe Memorial UU Congregation

\*Larry Underwood, member, Bull Run UU

\*Adam Wasserman, member, UU Congregation of Fairfax

\*Voting Proxy received

Action Items:

* All – send updates for Board Member List document to Martha
* Mike – consider doing a trend report to assess timing of contributions
* Mike – review the Fair Share report in an effort to clarify columns
* Armele – share promotional video with the Board
* Pablo – show grant work success in an annual report
* Development and Communication Committees – work together to expand our reach
* All – share all UUSJ activities with our own SJ groups
* Pablo – make list of recent past and current UUSJ activities available to all
* Executive Team – produce a one-page go-national plan including financial impacts on the budget
* Executive Team – look at ways we can get the word out better
* Executive Team – reopen hiring process for administrative assistant
* Executive Team – address what work we can expect to do with the $15,000 grant
* Martha – send out issue topics to all Board members

Rev. Dr. Linda Olson Peebles opened the meeting at 11:00am with a song, greetings from Accotink UU Church and a story to set the tone for the meeting. After a chalice lighting, introductions were made around the table of those attending. The agenda was reviewed and the speaker was introduced.

Jeff Wilklow, Vice President of Campbell & Company, was introduced by Ed Kringer. Jeff presented a talk and led a discussion about fundraising best practices for nonprofits in our current environment. The idea is to make people feel good about giving because tax implications are not the key motivator for giving. We need to educate and cultivate UUs, who are generally sceptics and need to know why giving matters. Three major points for UUSJ are:

1. Look at the impact of direct investing – show me how to make a difference
2. Address effective philanthropy – show how much of a difference we make
3. Pay attention to donor stewardship – report back to donors

After a break for a light lunch, the business meeting began with introductions of late-arriving attendees. A special thanks was given to those attending the Poor People’s Campaign events, especially John Gubbings and Marti MacKenzie who were arrested as part of the Direct Action as recommended by PPC leaders.

**General Business Meeting**

The minutes of the April 2, 2018 Board Meeting were presented. Peter Bishop moved and Sean McCarthy seconded to approve the minutes. The minutes were approved unanimously.

Mike McCord presented the Treasurer’s Report, noting that financial statements reflected the end-of-April numbers as May’s values had not been calculated yet. Since last meeting the deficit is down and contributions are up. A discussion occurred about the timing of contributions from congregations, noting that over 40% is received at the end of the fiscal year. A more thorough explanation of the Fair Share report is needed.

Lavona Grow reported that we have received a grant for $15,000 from the UU Funding Program for the purpose of building a rapid response system. This grant has a little amount for financial sustainability but we will have to direct more efforts for fund-raising for true sustainability, as this is likely the last UUFP grant we could secure on this “process” development as they are more interested in specific programmatic projects for funding. We will have to address what we had hoped to do with a $20,000 grant that we can’t do with only $15,000.

When asked if this grant work will increase our income, Pablo DeJesús explained that our growth in income will come from people being involved in the activities this grant supports and it will show in general congregation donations. Bob McCarthy asked about a report on our results from prior grant work. It is important to show our success in an annual report.

Armele Vilceus suggested a promotional video. She will share with us what she has done previously and is willing to help produce a video.

**Development and Fund-Raising**

The Development Team (Peter Bishop, Pablo DeJesús, Bob Denniston, Gary Magnuson, David Strauss) reported that they had an enthusiastic meeting in May. David explained that our abundance is in what we do and that there is probably no one else who can do our work. Peter wants us to get into a sustainability model where we can approach donors to “give until it feels good”. Gary pointed out that as specially selected people, our Board members must do more to get UUSJ to a national prominence. He challenged us to personally give 10% or our congregation’s donations and to seek out individual contributors. All agreed we need to push our public relations efforts by having the Development Committee work with the Communications Committee to give presence and visibility to what we do.

Bob Denniston pointed out that a planned Faithify campaign will be an opportunity to show other UUs what we are doing, as well as to raise funds. Lavona Grow explained that we are moving to handing out bookmarks rather than brochures. At General Assembly we will be trying to get the word out about UUSJ to other UUs. Anna Rhee confirmed that we are a unique group, no other faith group sends monthly advocates to the Hill. Lavona Grow reported that even some people in our task groups don’t understand what UUSJ does so we need to get the word out more. We need to show all UUs that our value added is the opportunity to participate in work on Capitol Hill. Gary Magnuson suggested we have a one-page plan for going national with measurable outcomes. Bob McCarthy suggested we make sure all our congregations know about our issue papers which are posted online. Armele Vilceus suggested we look at working with graduate students to get some inexpensive labor for some of our projects.

After Ed Kringer’s question as to how we get the UUA to recognize us as their voice, we discussed how we might get the UUA to share some resources with us. Pablo DeJesús says we have to become so valuable that they can’t help but endorse us.

**Budget Discussion**

Mike McCord presented the 2018-2019 budget. In April the Board had asked for a more aspirational budget so this budget reflects an increase of about $11,000 over the draft budget which includes additional spending for advocacy work, development and fund-raising and communications. The budget assumes we would hire an administrative assistant in September. Lavona Grow suggested we hire one in August if possible so they are ready for work in September.

We need to address what expenses will be incurred with going-national tasks. We need to keep account of costs for fund-raising to maintain our CFC opportunity. Pablo DeJesús wants all Board members to be clear that we each will need to actively work on fund raising to accomplish work this budget supports.

Peter Bishop moved and Jane D’Ambrogi seconded to accept the budget as presented. Motion passed unanimously.

**Acceptance of Stock**

Sean McCarthy presented a resolution to be given to TD Ameritrade to accept our Board officers as having rights to trade stock. Martha Ades moved and Bob McCarthy seconded to accept the resolution as stated. Motion passed unanimously.

After discussion a second resolution was presented:

*Be it further resolved that the President, Vice President and Treasurer shall not exercise authority to borrow on margin.*

Martha Ades moved and Mike McCord seconded to pass this resolution. Motion passed unanimously.

**Ongoing Activities**

Martha Ades presented information about the upcoming Priority Issue Survey. We will ask for input from the task groups about what they want on the list to vote on as well as getting input from Board members. Martha will send out copies of the handout to all Board members reminding them that we are looking for issues that offer grounding, fit and opportunity for our mission and UU values.

Lavona Grow reported on work to put together a grant proposal for a Get Out The Vote initiative where we could reuse our voting tool kit that was prepared in 2016. We can provide a set of questions for UUs to take to candidate forums. We will ask congregations to sign on to a letter to encourage them to have voter registration activities and have Board members encourage their ministers to be involved. Marti MacKenzie has heard that there is a lot of interest this year and Pablo DeJesús says we need to work with anti-racism groups and get a robust sign-on from our congregations. A short discussion occurred about doing a pre-GA webinar with the UUA but no decision was made.

Pablo encouraged everyone to get involved in the June 23rd Poor People’s Campaign rally. It is being held on a Saturday to encourage families and working people to attend.

The meeting was adjourned at 4:30pm.

NEXT MEETING: September 29, River Road UU

Respectfully submitted,

Martha Ades

Board Secretary