



*Love with the heart of Christ, think with the mind of Christ, and act in the world as the Body of Christ.*

## **Holy Trinity Vestry Meeting Minutes**

**Nov. 21, 2021, 7PM**

The meeting was held via Zoom. Sr. Warden Bill McDaniel called the meeting to order. Mtr. Suz offered an opening prayer.

**Present:** Mtr. Suz Cate (Rector), Fr. Noah Stansbury (Asst. Rector), Bill McDaniel (Senior Warden), Jack McKenna (Treasurer), Clem Watson (Jr. Warden), Peter Sparks, Ellen Haase, Mary Lou Sigsby, Jan Cribb, Ellen Haase, Peter Sparks, Samantha Nelson, Harry Morse, Lynn Luszc, John Warner, Bill Purkerson, Lynn Luszc

**Absent:** Beth Kunkel

### **Approval of Minutes from October 2021 Vestry Meeting:**

Motion to approve the minutes by Mary Lou Sigsby; seconded by Jan Cribb. Motion passed unanimously.

### **New Business**

**Treasurer's Report: (See ATTACHMENT A for summary)** Jack McKenna issued a detailed financial report prior to the meeting. He also sent a narrative summary, which is included as Attachment A. After discussion, Mary Lou Sigsby made a motion to approve the Treasurer's Report; seconded by Bill Purkerson. Motion passed unanimously. There was some discussion of the development of next year's budget. In addition, Jack McKenna has agreed to continue to serve as Treasurer next year, for which the Vestry and Finance Committee are grateful.

**EDS - New website proposal (See ATTACHMENT B):** The proposal was distributed to the Vestry prior to the meeting. Some Vestry members sent questions to John Warner, who consulted with the head of the firm, which is a marketing and technology company. Two of our parishioners work at the company. The new website will be on their servers and they will provide technical support. They also have a content management system and embed certain Google products. John is pleased with all he has learned about the company and their capabilities. Harry Morse made a motion to approve the expenditure of Day School funds to develop and host the new EDS website; seconded by Clem Watson. Motion passed unanimously.

**Parish Annual Report for 2021:** Bill McDaniel reminded Vestry liaisons to work with the chairpersons of each committee to develop a summary of work for 2021 for inclusion in the parish's Annual Report. It is up to the chairperson of each committee to submit a report, but we need Vestry liaisons to be sure they do so by January 11, 2022.

**Senior Warden's Report:** We have four candidates for Vestry: Jen Ellison, Jean Ellen Zvertnik, Mel Harris, and Mark Stokes. Betty Snowden has agreed to fill one of the two terms open due to a resignation.

**Junior Warden Report: (See ATTACHMENT C for details)** Clem Watson shared highlights from the attached report.

**Rector's Report:**

- Mtr. Suz said she has not yet shared the minutes from the Worship Committee, but they have met and set a service schedule for Christmas that is similar to years past. Additionally, the Worship Committee will send out a brief survey to the parish about any adjustments we should consider to the current worship schedule. One of the ideas they are exploring is whether anyone is interested in attending a "protected" service where social distancing, masks, and other protections are required to further ensure safety beyond what we currently do. They also hope to gain additional information about people's interests in helping with worship tasks, such as setup and takedown.
- Unfortunately Covid case numbers are ticking up in our area. We still require masks indoors and are implementing social distancing as best we can. Weekly worship attendance is 90-105 people at all three services.
- We need to do a thorough assessment of our ministries. As a parish, we need to be actively engaged in ministry and use our funds for the work that God is calling us to do.
  - We can take advantage of grant funds from the Diocese to facilitate this discernment process. She and the Wardens will be meeting with a Diocesan Consultant over the Thanksgiving Holiday to discuss the matter. Her hope is we can begin working on this assessment during our annual Vestry Retreat in February.
  - This is an opportunity to identify the work that is essential to our mission, and identify outreach, programming and other opportunities to support our mission and ministry work during 2022.
- Many thanks to everyone who assisted with the funeral for Ben Skardon. She praised Fr. Noah for his leadership and service in this effort.

**Assistant Rector's Report:** Fr. Noah reported that Canterbury is still going well and we have nine or ten students meet each Wednesday.

**Stewardship Report: (Also See ATTACHMENT D)** As of this week, we have 100 pledges totalling \$462,072, which is 87 percent of our goal of \$530,000.

**Other:**

- Bill Purkerson announced that the Youth will have a yard sale on the first Saturday of December. Donations are being accepted.
- Lynn Luszc asked about the status of Family Promise. Mtr. Suz said they have not been active in churches during this time because of Covid-19. They also are having difficulty getting enough volunteers at the churches involved in the effort.

**Next meeting: December 19 at 7PM via Zoom.**

Respectfully Submitted, Rebecca Eidson, Clerk to the Vestry

## ATTACHMENT A

Review of October 31, 2021 Financial Statements.

- A. There is not a lot of change from the September 30, 2021 balance sheet. There is a \$50,000 transfer from the Edward Jones Money Market account to the checking account to help with cash flow.
- B. Long-Term liabilities are down \$17,494.46 as a result of paying our mortgages.
- C. The Operating Fund balance is \$84,747.58. Just as a reminder, \$43,464 of that amount is the surplus from 2020 (which is committed to the 2021 budget).
- D. The Nave Enhancement fund has a remaining balance of approximately \$44,000 with remaining expenses for a cross for behind the altar and a tabernacle or an aumbry.
- E. Income is 106% over budgeted. YTD we are up \$15,138.34 over budgeted. This is good!
- F. Salaries and benefits are 89% of budgeted. YTD we are \$10,681.60 underbudget. This is good.
- G. Direct Outreach is back on track with the budget. It is \$333.00 over budget YTD because they spent a large portion of their budget earlier in the year but there is still almost \$5,000 remaining to spend.
- H. Facilities Expenses continue to be under budget (\$8,596.35 YTD), even with the payment of the property and liability insurance which is paid quarterly.
- I. Christian Formation-Youth is slightly over budget for the year (\$195.95). Since this is not a large amount it will not affect the overall budget. Some items go over budget and some are under budget.
- J. Pastoral care for the month is over budget but it still \$1.20 left to spend.
- K. Mission and Program Expenses are still \$5,348.40 under budget YTD. There is still \$7,472.40 left in this year's budget for Mission and Program Expenses.
- L. In Mission/Program Support Expenses it looks like for the month the Conference/Training for the Rector is way over budget. Mtr. Suz, has \$1,000 contractually for Conference/Training as spent it on a course this summer. The budget had \$1,000 committed so this is not over budget.
- M. For the month, Printing and Publications were under budget but continues to be over budget YTD. For the year we are now \$861.98 over the yearly budget with three months remaining.
- N. Equipment Purchases are over budget for the year by \$1,610.63 largely due to the purchase of a new computer.
- O. Mission/Program Support Expenses are \$1,171.04 YTD under budget.
- P. Total expenses for the month are 87% of budgeted and YTD \$25,840.39 under budget. This is good.
- Q. Income minus expenses for the month was +\$2,662.39. YTD income minus expenses is +10,694.73, which is very good. Expenses YTD are \$25,840 under budget, which is also very good. If you look at the budgeted income – budgeted expense column, it appears that we have a \$6,586.00 deficit for the month. For the YTD number for budgeted income – budgeted expense, it appears that we have a \$30,284.00 deficit. This is a consequence of the way the surplus from 2020 was reported in our budget for 2021. If we end the year with a \$43,464.00 deficit, we would actually be 'on budget.' Clearly, this leads to some confusion for someone looking at these numbers without some background.
- R. Bob projected that for 2021, it appears that we will make it through 2021 without using any of the surplus carried forward from 2020 (as part of the 2021 budget). Bob also calculated that the \$10,000 principal only gift saved \$6,305.04 in interest and reduced the Trinity Place Loans payoff by two months from June 2038 to April 2038.
- S. Funds in Trinity Place accounts are more than sufficient to pay the mortgages through the end of the year. It appears that the projected football parking revenue may be below budgeted but this may be due to a number of people 'redshirting' their parking in 2020 (where it was counted as income), which makes income from 2021 look smaller.

## **ATTACHMENT B - WEBSITE FOR EDS**

Memorandum

November 17, 2021

To: Bill McDaniel, Senior Warden

Thru: Jack McKenna, Chairman of Holy Trinity Finance Committee

From: John Warner, Chairman of Episcopal Day School Board

Subj: Proposal to Redo the EDS Website

The EDS Board has been discussing the EDS website for a number of months now. The website was originally developed a number of years ago by previous Day School Director Suzanne Watkins and was modified to the extent possible last year by Claiborne Linvil and Will Cate. While their modifications were useful, the website has a number of limitations that hinder its usefulness and functionality:

The website is informational about the day school, but the information is scattered over many pages, lacks focus, and is not oriented toward recruitment of new students. Many pages are excessively wordy and there is much repetition across pages. Overall, the website fails to deliver a crisp, punchy message to prospective parents as to why they should enroll their children in EDS and not some other school.

The website is contained within the church's own website and is not a stand-alone site. Prospective parents may or may not locate it on a search of "Clemson-area pre-schools" or "Clemson-area day-schools". Whether the church website comes up in such a search seems to be dependent on the exact wording used (and possibly the search engine used). And when it does, new users still have to realize that they must click on the Day School link on the church homepage to navigate to the EDS website itself.

Because many pages are nested within other pages, sometimes at multiple levels, the website is difficult to navigate. Some pages have "hot buttons" to take the user to other pages, but most do not. For pages without hot buttons, the user has to either backtrack or go to the home page to get to another page of the website.

The website does not have certain functionalities that are built into newer websites. One that parents are asking for is the ability to pay monthly tuitions online. Another is that it does not keep track of hits and it does not allow parents or others to post comments about the school.

Following September's EDS board meeting, I drew up a draft design for a new website. A draft went out to the board for their comments. The revised draft was well-received by the board at its October meeting. This design is linear (no nested page), has hot buttons on each page for ease of navigation, and reduces the number of pages by combining repetitive material. While the board members can provide input as to content, they lack the expertise to take this draft re-design to a finished product and do it in a timely manner. Further, asking parishioners with expertise in website design to take on such a

large task would be a bridge too far. Shannon Quattlebaum volunteered to take the lead in discussing our needs with professional design companies. She had lengthy discussions with Aline, a local website development company, about my design and our website needs and obtained a project description and price quote from them that is shown in Attachment A. At today's EDS board meeting, the board voted unanimously (and enthusiastically) to accept Aline's proposal for the following reasons:

Aline has a reputation for producing high-quality websites and two of our parishioners (Claiborne Linvil and Cara Robb) work there.

Aline knows the church and will be attentive to our needs. It and promises quick delivery (February), something other developers might be unable to accomplish. A new product is needed as soon as possible for recruiting purposes.

Aline's proposal cost is \$7,290 and is based on its non-profit rates. Its price is a turnkey price. We can reduce the cost by substituting our time for their time in drafting content.

Once the site is developed and operational, Aline's monthly charge for site maintenance is \$65 (not included in the \$7,290 cost). Aline will train Stephanie and other Day School staff to do the routine monthly maintenance so that the \$65 monthly charge can be reduced.

The average annual revenue from an additional student is roughly \$3,000. The new website would only have to attract three additional students to pay for itself.

Due to our various state and federal subsidies to the Day School, I project that the school will end this school year with a surplus in excess of \$100,000. These funds were intended to bridge us back to higher enrollments and an effective website is an essential part of that recovery.

In short, the board believes that this expenditure is essential to the future growth of the school, and growth is essential for the continued operation of the school after next year. We also believe that this is a use of our DSS grants that is in line with the spirit in which they were given.

## **Attachment A**

### **Website Creation**

Client: The Episcopal Day School - Holy Trinity

Date: Oct 27, 2021

### **Project Scope**

#### **Project Goal**

- The primary objective of this project is to work through the creative process to build a best in class website for The Episcopal Day School. The website and messaging should focus on conveying the school experience, differentiators and offerings in a way that effectively communicates with parents and supports enrollment efforts.

#### **Website Creation**

- Web Planning- ALINE will provide an onsite web plan that outlines main menu navigation, ideas for content and recommends homepage elements and CTA's. This will be delivered as a PDF document.

- Design - ALINE will deliver a homepage concept at the same time the web plan is delivered. These deliverables will work together to convey the user experience as it relates to onsite content and website architecture/aesthetics. This scope includes 3 rounds of design revisions.
- Website Development - ALINE will build a best in class website using Plugged IN CMS once the homepage concept is approved. The new site will be mobile responsive and include an interior page layout that houses about information, standard modules (bios, FAQs, news/blog, testimonials and calendar) and forms.
- Content Development - This scope includes 10 hours of content development and entry. Hours will be used to write homepage concept and proof/edit existing content. ALINE will provide a content management system training to your organization when the beta site is delivered and will be available to assist your staff as any additional content is uploaded in the future.
- Data Tracking - ALINE will configure Google Analytics and Search Console to track website traffic. A iubenda privacy policy will be incorporated in the footer of the site.
- Testing and Launch - ALINE will work with your team to test the site prior to launching. Once the site is approved a go live date will be scheduled!
- Hosting and Support - ALINE will host and support the new website.

## Pricing Breakdown

Service	Cost	
Website Development		
Website Planning	\$1,350.00	
Website Design and Development	\$4,050.00	
Content Development	\$1,350.00	
Data Tracking	\$540.00	
Monthly Hosting and Support	\$0.00	\$65/month
Project Cost	\$7,290.00	

ATTACHMENT C

**Junior Warden Report**

**11-21-21**

**Trinity Place:** The additional fence along Addison Lane will need to go before the City's BAR for approval. An application will be filed for the January BAR meeting. The vehicle gate into Trinity Place field has been repaired.

**Building & Grounds:** Johnson Electric has repaired the post light in front of the office. Mowing around Trinity Place has wrapped up for the season. Thanks to Greg Meeks, Jim Reed and Jody and Kathy Hunter for their time. Anderson Equipment is preparing a quote for to replace the grill in the kitchen with a griddle.

**Maintenance Expenditures:** Maintenance and Maintenance Contract expenditures are below pace with last year, as shown below.

Submitted by Clem Watson



## ATTACHMENT D

Holy Trinity Stewardship Committee Meeting 4 November 2021

Thank you again for your dedicated service to our Holy Trinity Stewardship Committee.

The minutes of our meeting which was held on November 4th are as follows:

- Stewardship Results from the past five years:

2017 - 145 pledges, total pledged \$468,896, average pledge \$3233.76

2018 - 146 pledges, total pledged \$488,435, average pledge \$3345.44

2019 - 143 pledges, total pledged \$533,440, average pledge \$3730.34

2020 - 130 pledges, total pledged \$520,270, average pledge \$4002.07

2021 - 126 pledges, total pledged \$507,956, average pledge \$4031.39

- The goal we have established for our 2022 Stewardship Campaign is \$530,000.

- Stewardship Campaign kicked-off October 10th with the in-gathering on November 14th.

- Our Stewardship Packets were available for Parishioners to pick up after each service on October 3rd and 10th. The remaining packets were mailed to parishioners the following week. We had a Stewardship Team member present at each service on these dates to assist with the distribution of our stewardship Packets. Thanks to all for your help with the distribution.

- As of November 10th we have received 75 pledges, total pledged \$381,062, average pledge \$5080.83. This is about the same number of pledges as this time last year but the average pledge is about \$400.00 more. We have received 40 Ministries sheets.

- We have received very positive comments from parishioners on our Stewardship Packets. My thanks to all for your excellent work on the design, content and distribution of our packets.

- The Stewardship Epistles on Outreach have been videotaped and communicated as we scheduled. Our thanks to all who have contributed to this key focus of our campaign. We will continue these communications the weeks of November 7th and November 14th with Outreach Stewardship Epistles from Mtr. Suz and Father Noah.

- Mtr. Suz continues to send out a "Thank You Letter" to all who have submitted their pledge.

- We will continue to have Stewardship messages and reminders in HT Notes and Tempo.

- At our next meeting we will establish a plan for contacting those parishioners that have not submitted a pledge card.

Our next Stewardship Committee meeting will be November 30th, at 6:00 p.m. Thanks again for your work and commitment to a successful Holy Trinity Stewardship Campaign.

Sincerely, Jody