

Church of the Incarnation

Pastoral Council Minutes

November 21, 2017

Present: Fr. Gregory, Fr. Jaime, Heidi Brown, Caroline Cook, Jose Cuenca, Rich DiMeglio, Jan Ferrance, Jerry Hendrick, Jose Luis Hernandez, Elaine McGrath, Michael Macfarlan, Roxana Roblero, Laure Taylor and Deacon Bernie Taylor (*Absent: Ed Robinson, Carole Hatcher, Brent Browning*)

I. Meeting called to order at 7:30 pm

II. Opening Prayer

Heidi Brown opened with a reflection and Council read the Vision Statement.

III. Pastor's Report -- Fr. Gregory

- Welcoming Parish -- Fr. Gregory shared data he's collected on why people are joining Incarnation from the "welcome letters" he sends to new parishioners: Out of 18 letters sent, 5 responded that they joined because they found our church on the website; 6 checked "other" (i.e. they found Incarnation by googling, personal visit, CCS, "asking around," or attending an event here). Most (7 of 18) said they came because of a friend or relative.
- Spirituality Workshop -- Looking at offering a Prayer Workshop on a Saturday morning for people who want to learn about different ways to pray.
- Dr. John Acquaviva talk -- Father would have liked to provide a meal during the Dec. 2 talk, but could find no one to lead this effort despite an open request to Cursillo groups. He would like our church to have a Fellowship or Hospitality Ministry that could plan meals regularly around events that we might host in the future.

IV. Chair's Report -- Caroline Cook

- Wednesday Meeting Dates -- The council's monthly meeting will move to a Wednesday night beginning in January. Caroline is working on the new schedule. ***The council will still meet on Tues., Dec. 19, as originally planned.***
- Donor Recognition Reception -- About 30 people attended the October event. The Finance Council suggested having more of an organized program next year -- talk about the good work of the parish.
- Anti-Racism Talk -- Archbishop Gregory offered a talk about how Catholic parishes can respond in light of the Aug. 12 tragic Unite the Right rally in Charlottesville. One idea is to offer "listening sessions" about race issues in Charlottesville. It was suggested that parishioner Andy Anderson, who is writing a book about growing up in pre-Civil Rights Louisiana, could offer a presentation at Incarnation.

V. Evangelism Update -- Laure Taylor

Plans have stalled a little because we need a certain level of talent -- graphic designer, etc. Laure is planning to make an announcement from the ambo seeking parishioners who may be able to help in this capacity. She also plans on picking dates for some events to get them on the Incarnation calendar.

VI. Publicity/Promotions -- Caroline Cook & Heidi Brown

- Mass Guide -- Caroline said she would like to finalize the Mass Guide by Easter
- Google Reviews -- The number of reviews has grown from 7 to 23. Incarnation is now recognized as the number one parish in the Charlottesville area based on these reviews. Caroline urged those who are able (with a gmail account) to post a review.
- Publicity Team -- Heidi suggested formulating a team to help Incarnation regularly spread the word about what we're doing in the parish to all parishioners and to the outside community. This would involve several steps that a team or the ministry itself (as Rich suggested) would have to follow when trying to promote a special event or story:
 - Gathering information about things our different ministries are involved in that the church may want to promote
 - Interviewing the chief organizer or ministry participants and putting the story on paper
 - Disseminating the information to the media (having a list of contacts for newspapers/stations) and/or putting something about an event on social media like Facebook and Eventbrite.

There would likely be some overlap between Evangelization and Promotion, so coordination would be important. It also would be helpful if a hospitality/fellowship group could look at whether a meal could be part of any events being planned for the parish.

VII. Meeting adjourned at 9:05pm

Heidi closed with prayer

VIII. Next Meeting Dates

Executive Committee Meeting, 1:15 p.m. on Wed., Dec. 13, location TBD

Pastoral Council Meeting, 7:30 p.m. on Tuesday, Dec. 19, at Incarnation

Respectfully submitted,
Heidi Brown, Secretary