

Church of the Incarnation, Charlottesville, VA Finance Council

Minutes

Date and Time: July 31, 2019 at 7 pm

Attendees: Msgr. T. Keeney, E. Robinson, R. Chisholm, J. Cuenca, N. Lawler, I. Menchero, C. Polen, R. Buchwalter

Opening Prayer led by Msgr. Keeney

Introduction: Finance Council members introduced themselves and provided the length of time each has served on the Finance Council and his/her background.

Fiscal Year 2018-19 in Review: Ed Robinson presented the attached highlights for the Finance Council for the just completed fiscal year. Izzy Menchero was the member who most accurately estimated the amount of the Offertory collections for the fiscal year.

Donor Analysis: Ruth Buchwalter presented an updated version of the Offertory revenue projection for the fiscal year 2019-2020 showing an estimated 5% growth rate. She also shared data showing about 16% of the parish envelope and EFT users provided about 65% of the total contributions from envelope and EFT users in calendar year 2018. Robert Chisholm presented data showing the seasonality of the offertory collection with the above-average months being March, April, and December.

FY 2019-2020—Working Together: Msgr. Keeney provided information that he received about the parish from the diocese concerning the Church of the Incarnation. He noted a high variability in the number of parishioners shown by year but a general decline in membership. The final set of data listed the number of Anglo parishioners as 1,550 and the number of Hispanic parishioners as 1,500.

Several changes will be forthcoming in the parish. A second Spanish mass will be added, as well as a shrine to Our Lady of Guadeloupe. In addition, and more signage, especially signage in Spanish will be added.

The Pastoral Council, the Finance Council, and the Staff will be aware of the activities and progress of the other groups to improve communications and results. One individual will take minutes for all three groups so that the approach is consistent. Minutes will be posted within 48 hours on a cloud drive.

Msgr. Keeney has commissioned a working group to evaluate buildings and grounds. The first emphasis will be on safety, then comfort and a plan to replace aging out components. The bishop has also decreed that all parishes are to have kneelers. At present there is no funding for capital improvements.

Msgr. Keeney anticipates that the Pastoral Council will provide a long term plan for the parish and that plan will provide the priorities in budgeting. If the funding is not adequate, the groups will iterate priorities so that all are in agreement with the final budget.

The parish Councils and staff will begin to use a Rallying Cry, the item that will be most important for the parish to meet its overall objectives. It will look six months out, will have an easy to communicate title, and be achievable. The staff will develop three to five objectives that will mean success in this area. Typically, each of the Pastoral Council, Finance Council, and Staff will begin meetings during the six months with a status of the Rallying Cry. It will not be discussed if the objectives are on target but will be discussed if there is concern about meeting the objectives. The Rallying Cry is not necessarily communicated to the parish as a whole.

Msgr. Keeney discussed two other potential initiatives. In addition to tracking the number of people at mass on Sunday, the parish may use secret shoppers to determine how welcoming Incarnation is to people who are seekers, those visiting the church to determine if it will meet their spiritual needs. A second potential initiative would be the use of the Gallup Member Engagement 25 survey to identify the portion of the parish membership that is truly committed.

Ed Robinson was reelected as Chair of the Finance Council and Robert Chisholm was chosen as the Vice-Chair. The terms are for the fiscal year 2019-2020.

Monsignor requested that the Finance Council submit its suggestion for the initial parish Rallying Cry by August 23, 2019.

Administration: Ed Robinson provided a list of potential dates for Finance Council meetings this fiscal year. They are attached. Ed will also arrange for a special session to address the suggested Rallying Cry.

Adjournment: The meeting concluded with a prayer.

Submitted by:

R. L. Buchwalter

Attachment 1

Fiscal Year 2019 in review

Ed Robinson

Began FY2019 with 4 members

“Called to Stewardship” recommends 7 members

We were missing important skill sets in the Council

Parishioners were invited to discern

6 responded; 3 completed the discernment process

Ruth Buchwalter, Robert Chisholm, Carol Polen

Guiding Principle (from “Called to Stewardship”)

FC is to express in financial terms parish goals

Parish goals from lay leadership planning session 2017

1. Long term financial stability
2. Maintain and grow parish membership
3. Increase connections between Anglos/Latinos

Finance Council priorities (based on FC July survey)

1. Analyze donor behavior
2. Keep parish Safe, Comfortable, Attractive
3. Advise pastor on uses for uncommitted LOM

Announced intention to form work streams for each

1. Donor Analysis (we will share some results tonight)
2. Safe, Comfortable, Attractive – informal group
3. Advise pastor on LOM – did not form group

EoY FY2019 – Financial HealthCheck

Against a budget offertory target of \$775K

1. FY2019 unrestricted donations of \$846k up 5%
2. FY2018 unrestricted donations of \$806k up 14%
3. FY2017 unrestricted donations of \$706K

Debt reduction of \$198K

- rectory mortgage of \$106k paid in full (January)

- Church mortgage reduced by \$68k to \$211k
- Special gifts ... all given anonymously
 - \$150k for debt reduction
 - replaced flooring: worship center and chapel
 - replaced hymnals
 - other

EoY Account balances – all modest in size

- LOM \$48k
- ADA \$11k
- SAV/DDA \$34k
- Capital Improvement \$41k
- Endowment \$30k

EFT users increased from 152 to 166 – up 9%

Qualified Charitable Distribution seminar – Ruth

Communicated to parishioners about finances

Reactivated Finance Council web page

Improved use of bulletin board

Clear/simple HealthCheck graphic

Bi-annual 2 minutes address to parishioners

Encouraged use of EFT/Envelopes

Personal note to 100 donors by pastor

FY2019 a Good Year!

FY2020 we can do even better!

Potential Meeting Dates for FY2020 (Wednesdays)

July 31, 2019

September 11, 2019

October 23, 2019

December 11, 2019

January 22, 2020

March 04, 2020

April 22, 2020

June 10, 2020