

Vestry Agenda and Minutes
Tuesday, April 19, 2022
ZOOM Meeting – 5:30 pm

Vestry, Clergy, Staff: Anna Kathryn Word, Zach Ferguson, Erik Ball, Greta Cooper Young, Cathy Awsumb, Ben Boeving, David Cocke, Elizabeth Crosby, Len Grice, Will Hayley, Kathryn Jasper, John Owen, Jerry Scruggs, Laura Trott, Shannon Tucker, Brie Wallace, Scott Walters, Paul McLain, Katherine Bush, Steve Smith, Madge Deacon

Guests: Heidi Rupke, Erin Webber Johnson, Mieke Vandersall

Opening Prayer – Cathy

Reminder of Prayer Leaders for the remainder of 2022

- April – Cathy Awsumb
- May – Shannon Tucker
- June – **OPEN**
- July – Brie Wallace
- August – Greta Cooper Young
- September – Elizabeth Crosby
- October – Len Grice
- November – Jerry Scruggs
- December – Ben Boeving

Lenten Preaching Series Overview

Heidi Rupke

PowerPoint Presentation with highlights from the 99th year of LPS, including the joy over a return to in-person sessions, the continued successful outreach of Calvary’s livestreaming, and the designation of future First-Thursdays LPS speakers as “The Dan Matthews Speaker” of the series.

Challenge to vestry – how do we best commemorate the 100th year of LPS

Approval of March Meeting Minutes

Scott / Anna Kathryn

Unanimously approved – posted to Basecamp

Financial Report

Erik / Steve

Erik traveling . . . report posted to Basecamp & unanimously approved

Rector’s Report

Scott

Deferred to next meeting – Immediate move into Campaign / Feasibility Study . . .

Capital Campaign / Feasibility Study Updates – Erin Webber Johnson and Mieke Vandersall – . . . this portion of meeting recorded - - - Report being sent to all of Vestry – post meeting

1. Mieke –
 - a. We’ll be at the Sunday Forum in a couple of weeks and eager to meet one and all

- b. Excited about level of engagement from the congregation and staff
2. Erin –
- a. Purpose of feasibility study – data gathering so we could come back to congregation with well-documented information which would allow us to make decision on whether or not to move forward with capital campaign, how people feel about a variety of issues
 - b. Comprehensive report coming to Vestry . . . Review of Table of Contents . . . Executive Summary will go to congregation
 - c. “What We Found” . . . Determining a feasible goal; setting a revised scope for projects; and
 - i. One of the best findings I’ve ever experienced!
 - ii. Calvary is ready / willing / itching for a capital campaign
 - iii. 98% of participants are ready for a campaign
 - iv. 16% added commentary – usually saying, “Start NOW”
 - v. 89% would give to the campaign (65% is a typical number)
 - vi. Adjusting the Goal and scope of initial campaign – need for a reduced goal
 - vii. Giving potential indicates the need for an adjusted (reduced) goal
 - 1. Most people gave a range for potential giving to campaign
 - 2. We took the average
 - 3. Projected gift total of \$5,152,125.00 from an estimated 186 survey participants and interviews . . . Some 40% did not give a dollar amount . . . Multiplier and formula led to a new number
 - 4. Project priority ratings are driven by respondents’ roles within the community, level of awareness of specific needs, and the stage of live in the church. - - - the longer people have been at Calvary, and the more involved they are, the more they understand the need for the suggested projects
 - 5. Calvary has a history of campaigns that couldn’t get started. Participants want to see this happen, and to have it be successful.
 - 6. Calvary clergy, staff, and leadership are highly regarded and trusted. (A unique finding at Calvary!)
 - 7. Outstanding questions hold potential for broadening and continuing the vision. Not necessarily concerns, but opportunities for further education. (See list of included questions)
 - viii. Recommendations
 - 1. Move forward with a capital campaign with and adjusted goal that reflects the potential for success identified in the Feasibility Study. (\$7,300,000) Include a challenge goal which would boost to \$8m
 - 2. Consider first your needs for enhancement. . . consider both prioritization and the “why” behind projects most needed –
 - 3. Take seriously and learn from the insights people provided in the survey about Calvary, its character, and its priorities . . . Parishioners indicated Calvary is either the most important or the only non-profit to which they give

4. Continue to emphasize communication and leadership roles . . . Report results of study to the congregation; Communication throughout the campaign; Updated case statement
5. Resource and support efforts for the best potential outcomes . . . Administrative support (10 – 15 hours / week): data coordination; volunteer coordination, and more . . . Move forward with the support of a consulting service (hopefully Vandersall!) because of the required skillsets for a successful campaign
6. Response rate – Calvary did an amazing job! Standard is 17%. Vandersall expects 32%. Calvary hit 55%! . . .
7. See stats related to prudent long-term debt
8. See stats on percepts of (Memphis) economy and willingness to proceed
9. Questions / Comments from Vestry:
 - a. Shannon – Were projects ranked? (see composite results) – three highly ranked projects – the kitchen; the organ; integrated hallways . . . See report for all rankings
 - b. Anna Kathryn – blown away on high participation rate
 - c. Elizabeth – I’m not a money person, but wondering if anyone is disappointed by the dollar figure that is ½ of original goal . . . General consensus among responding Vestry members that the number attainable . . . Most hoped for at least \$10 million; Important to reprioritize projects to reach the \$10 million.
 - d. Will – are we pledging for 3- or 4-year period? 4 year - - -
 - e. Laura – Will Vestry discuss / Vote to take on additional debt to reach – perhaps - \$10 million? There will be discussions about use of monies from the Endowment Fund
 - f. Scott – not at all disappointed or deflated by the results of the survey! I think \$8 million is a strong figure at this point! We have great information to be able to share with the congregation and the congregation will see / understand that their input was received and heard!
 - g. Shannon and Zach – How we communicate that \$8.1 million is a good number is a positive number – not a deflating number – is critical.
 - h. Zach – For some people the half-number dollar figure will be deflating! How do we protect ourselves for the future (i.e., Capital Campaign Phase 2)?
 - i. Scott – the \$15 million figure was established in a pre-pandemic world, and we should have perhaps adjusted it going into this phase
 - j. David – because of our high number of virtual participants, it is possible the number will actually be higher as we move forward
 - k. Will – we committed to a process, and these numbers are a reflect that process - - - and we need to honor that process - - -

A lower dollar figure which is attainable is much better than a higher figure that is difficult to attain

- l. Brie – thrilled with \$8 million figure, and excited to think about what we can do with that number
- m. Scott – Master Plan Team needs to address the Vestry as a means of setting priorities
- n. Len – one of the first questions will most likely be “What won’t we get if we cut the figure to \$8 million?” Transparency is critical!
- o. Scott – we can ensure the congregation we are not going into debt, and it’s not unrealistic to think there will be expanded donations
- p. Erin – “What we will be doing is results of the feasibility study . . . We heard you and we are moving forward based on your responses”
- q. NOTE: Vandersall will be at Calvary May 1st
- r. The important news is Calvary is in a really healthy place! Amazing results in the study! And that good news led to the adjusted figure of \$8.1 million.
- s. NOTE: Complete document is confidential! All in congregation will receive Executive Summary.

Adjourn at 6:46 pm

Respectfully Submitted,

Madge L. Deacon
Vestry Clerk

Vestry Shared Values

Caring for All

Vibrancy

Courage

Heritage