

**Ss. Maria and Isidore Torribia Planning Committee
Meeting Minutes**

Thursday, January 23, 2020 – 6:30 pm
St. Joseph's, Campbell

Members Present: Fr. Pat Connor, Deacon Doug Farwell, Deacon Dave LaFortune, Kathy Bailey, Mark Houck, Greg Cacace, Arthur Jones, Peter Olausson, Mary Hickey, Suzanne Krebs, Anna Bauer

Members Absent: Roger Parulski, Joseph Crance, Theresa White

Others Present: Karen Rinefierd – Resource, Planning Consultant for Diocese of Rochester

I. Welcome / Introductions / Organization

- Opening Prayer – Father Pat led the Hail Mary prayer.
- Kathy Bailey recorded minutes.
- Father Pat expressed gratitude for the committee's service and input in dealing with our parish status. He also shared that he feels blessed to have this group surrounding him in our work.
- Father Pat reported on the compliments received at his last meeting regarding the quality of the committee's written recommendation to Bishop Matano and the work that has been accomplished. (Parish received a donation and an ongoing monthly contribution for one year from a supporter after hearing of our response.)

II. Update from Pastoral Council Meeting

- Guests at the recent meeting spoke offering excellent input/feedback to help move parish forward.
 - Still want to see communications improve
 - Specifically would like to see more details on finances (paid positions vs. volunteer, reductions in expenses, etc.), regular detailed reports and communication.
 - What are our emergency response plans?
- Bring forth prayer intentions for the parish to increase viability / attendance.
- Collections status – We still need approximately \$5600 per week to sustain our finances.

III. Six-Month Financial Update

- We previously committed to regular parish updates of our financial situation and it is time for the next one. Suzanne will pass it through the finance council at their Feb. 19 meeting prior to the update, but our initial plans include:
 - Bulletin insert and pulpit announcement
 - Include average gifts
 - Include attendance
 - Include year-to-date summaries
 - Message is out there that financial support is still needed even when unable to attend mass. (sickness, emergency cancellations, etc., can use electronic billpay, use our envelopes at other worship sites/parishes, etc.)
- Talking points to Greg, Mark, and Art for presentation Feb. 29 / Mar 1.
- Peter will put as insert for bulletin.

- Suzanne will check to see if any finance council members will be available to answer questions.

IV. Planning Committee New Initiative #1: Marketing the parish, including social media

- Karen will send Diocese Policy for Social Media to committee
- Committee brainstormed a list of ideas for marketing the parish. (See attached)
- Kathy will give Jean Hubsch a list of Lenten practice suggestions for Facebook by Monday.
- Peter will investigate methods to tape the homilies to stream them.
- Flyer for Lenten activities / Mass times: Deacon Doug will draft so parishioners can take and distribute.
- Peter will send the flyer information to WETM Community Calendar.

V. Planning Committee New Initiative #2: Reaching out to newcomers and parishioners who have left the parish.

- Committee brainstormed a list of ideas for reaching out.
- Data can be taken from active/inactive donors list to see who has left.
- Peter/Mary are generating a list of donors in 2017, but inactive in 2019. Need to create a script of how to contact. Art will send list to Pastoral Councils and Peter will send to Finance Council / Planning to compile/vet lists and get info to Mary.
- Get flyers out by Feb. 26.

VI. Establishing Communication and Accountability for Work on New Initiatives

- As a result of the three-council planning meeting, we have divided tasks /responsibilities to direct efforts and reporting. They are as follows:
 - Pastoral Council: building and overseeing the ministry of church greeters
 - Pastoral Council: encouraging and expanding volunteerism within the parish
 - Finance Council: establishing a fundraising committee
 - Staff and Deacons: enhancing the parish's faith formation for children and adults

VII. Next Meeting

- Next Planning Committee meeting will be:
 - Wednesday, March 11, 2020 at 6:30 pm at St. Joe's.

VIII. Closing

- Closing Prayer – Deacon Dave led the Our Father closing prayer.
- Meeting closed at 8:34 pm

Respectfully submitted,
Kathy Bailey

Attachment

(Original ideas, Benchmarking other churches, Content from other's media, advertising)

- Bradford Baptist: free community carnival
- Youth groups: trips, hiking, kayaking
- 2nd Friday: Family game night
- 4th Friday: Family movie – bring own dinner, popcorn, pizza
- Valentine's Day gathering for singles
- Facebook: to get word out for youth
- Flyer: Mass times (Ours, neighboring parishes – Lenten season)
- “Goofy signs” on Facebook
- Use the fire department sign
- Online registration / newsletter
- Coffee on us
- 2 Rivers Church website
- Smaller jobs on Facebook
- Flooding the market – newsletter, mail, drop off flyers
- Tape and stream homilies
- Daily reflections on Facebook
- Promote our logo – shirts, on all our media
- Use email to parishioners
- Tape Mass and put on website
- Church tours
- Suggestion a day for Lent

REACHING OUT

(Newcomers and Inactive)

- Generate a list for planning committee
- Send cards: birthday, anniversary, *Lenten flyer
- Baptism and/or RCIA follow-up
- One-on-one conversations: invite out for coffee, ask why aren't coming, listen.
- Focus on family connections to parish: eg: family that donated windows, etc.
- Trivia Party