

GSLC Board Meeting Minutes
Monday, April 28, 2025 6:30 p.m. (CT)
Madison Campus

☐ Vern Andren (President) ☐ Betsy Johnson (VP) ☐ Karen Smith (Secretary) ☐ Tyler Gold (Treasurer)
☐ Paul Hutson ☐ Liz Deterding ☐ Deni Naumann ☐ Tonya Schram ☐ Pr. Craig McMahon (Interim
Lead Pastor) ☐ Rick Blum (Director of Administration) ☐ Steve Frei (Facilities Committee and ITF) ☐
Bob Beggs (Generosity Committee) ☐ Heather Allen (Generosity Committee)

Excused: David Vogt

Board President Vern Andren called the meeting to order at 6:31. Pr. Craig McMahon led us in prayer and opened with a devotion for the Second Week of Easter from Martin Luther.

Minutes

Karen Smith presented the March Board Meeting minutes. Deni had one change to the paragraph on the HR Committee. Once that change had been made, **Betsy moved to approve the March meeting minutes and Deni seconded it. The motion was approved.**

Financial Report

Tyler Gold presented the financial report and informed the Board that the church's cash position has not changed materially in the last month. The General Fund is still around \$400,000, but it should be closer to \$550,000. He reported that Little Blessings Preschool is just under the breakeven point, but that should improve over the summer due to a slight increase in enrollment. Deni asked if this is typical, and Rick Blum informed the group that summer preschool is fairly new.

Tyler added that the finances have stabilized now that the holidays are over, and that should continue into fiscal year 2026. He said that Finance Committee members voiced concern about the upcoming campaign because we have done one for the last 6 years. After a brief discussion, Tyler emphasized that we need to do a campaign now in order to avoid a potential deficit down the road.

Deni moved to accept the Financial Report and Paul seconded the motion. The motion was approved.

Interim Task Force (ITF) Update

Betsy Johnson reported that the ITF has met once since the last board meeting. The survey was released to the staff on April 22 and responses are due on May 9. The ITF will compile the results and review them with staff. They will look for themes and will work to prioritize the suggestions. Deni asked how the suggestions will be aligned with current staff roles. Steve said that the ITF will work with the HR Committee.

Action Item: Deni requested that a copy of the ITF Survey be forwarded to the HR Committee.

Maintenance Update

Steve Frei presented the projected major facility costs for 2025-2045. He reported that the Madison meditation chapel has been completed, and he invited the Board to stop by and pick up a brochure that shows the items that are still needed.

Steve reported that the facility costs have been updated to reflect that the combined area for both campuses is 75,000 square feet and the estimated replacement costs are \$19 million. The annual budget allocates \$48,200 for minor repairs, but last year we spent approximately \$150,000. He pointed out several items that have recently been added to the facility cost spreadsheet:

- Organ repair
- Walk-in cooler and shed for the food pantry
- Madison kitchen maintenance
- Madison window replacement
- Verona carpet replacement (lower level)
- Verona religious furniture repairs
- Energy consumption cost reduction

Steve pointed out that this list is not all-inclusive. There have also been suggestions for improvements to the Madison altar area, the Verona coffee area, a new sign for Madison campus, and a welcome area for the food pantry.

He then discussed the advantages of making energy-saving improvements to both campuses. This would help us to be better stewards of creation. He said that members of the congregation are concerned about the environment, plus, energy-efficient upgrades would save us 5-10% in operating costs. He has reached out to Focus on Energy to discuss potential rebates that we could qualify for. Tyler pointed out that energy credits can be sold for cash, and that there is a growing market for these credits. Paul suggested that a presentation to the congregation about energy saving opportunities could be part of the upcoming campaign, and Tyler added that it could be part of the annual meeting.

Action Item: Rick Blum asked the Board to decide if we want Steve to present at the annual meeting.

Administrative Report

Rick Blum shared a brief update on the hiring process for open positions. He said there have been several applications for the Associate Director of Children's Ministry position. He has done 4 pre-screening interviews and will schedule formal interviews after the Affirmation of Baptism on May 4th. The Administrative Assistant position will be the focus after the Associate Director position.

Rick then presented the Board with a preliminary review of the budget. He reviewed the FY 2025 giving estimates, saying that they are projected to be 4.9% over FY24. However, we had projected a 7% increase. He is predicting 4.9% estimated growth for FY 26. Total estimated income for FY26 is \$2,215,977, which is \$34,354 less than the FY25 budget. He said that the FY26 expenses are very lean. They include an increase for staff and the \$10,250 for outreach that was approved by the Board last month. Rick said that the final budget will be presented at the June Board meeting.

Bob Beggs and Heather Allen, from the Generosity Committee, presented a summary of their preliminary work on implementing a 2025 fundraising campaign. They addressed the reasons we need to have a campaign, saying that giving has been going up year over year, but that included the prior campaigns. Without the funds raised by those campaigns, the giving has actually decreased.

Rick noted that the upcoming campaign will be non-traditional, and it will be crucial that we explain it to the congregation clearly. This will be promoted as a fundraising campaign, not a capital campaign. Deni asked if there is a way to track how many new members we have added since the last campaign. Rick pointed out that our giving mostly comes from a core group of established members. He added that we are facing \$350,000 in major replacement costs, but we have \$45,000 budgeted. We also have pressing programming needs: the Children, Youth and Family positions, a Verona Music Director, and dedicated pastors for Madison and Verona. Pastor Craig added that this campaign is not for future needs, these are needs we have right now.

Bob and Heather are recommending that we once again use GSB as a consultant for the upcoming campaign. Heather said that GSB provides tools to do a campaign that we don't have, and they use a storytelling approach. Bob, Rick and Tyler talked about how GSB did the best presentation. They spoke to the Verona Campus investment – being a part of the community and building the “brand.”

The campaign will have two major goals:

- Raise approximately \$1.5 million over 3 years, 70% (\$350,000) for maintenance projects and 30% (\$150,000) for personnel.
- Transition the giving from Capital to the General Fund throughout the 3 years.

Tonya asked if \$150,000 is enough for personnel, but Rick pointed out that this would be addition to the General Fund. Pastor Craig commented that the congregation is not giving enough to maintain itself right now. Heather said that the storytelling approach that GSB uses will help the congregation make connections to help with their long-term giving plans. Pastor Craig stressed that we need to pay attention to demographics: Boomers traditionally give the most, so we can expect giving to go down over the next several years. It's time to start an endowment for the buildings.

The GSB plan is as follows:

May/June – build campaign leadership and hold community forums (Action Item)

July/August – Commitment team secures leadership gifts

September – Hold Bible studies

October – Campaign begins

November – Commitment Sunday (there will not be an all-church event this year)

The cost for GSB will be \$44,400 paid over 9 months. The work can be stopped at any time if we feel the congregation is resistant to another campaign.

Action Item: Vern asked that we have a congregational vote on the campaign at the annual meeting.

The Generosity Committee's recommendation is the motion to hire GSB at \$44,400. Paul seconded the motion, and the motion passed.

HR Committee Update

Deni shared that the Confidentiality Agreement and Conflict of Interest Statement are being sent to MRA for their review, and it will be sent to the Board after that. The Confidentiality Agreement is for the Board, the Nominating Committee, and the HR Committee. The Conflict of Interest Statement is for the Board, committee volunteers, and staff. It is meant to bring any conflicts of interest to light, and these will be addressed by the Board on a case-by-case basis.

Call Committee Update

Liz shared that the Call Committee is meeting on April 29th to discuss publicity options for the MSP.

Interim Lead Pastor's Report

Pastor Craig was very pleased with how Holy Week and Easter went. Attendance was up over 20% for Easter Sunday. Palm Sunday attendance was also up; Maundy Thursday and Good Friday attendance was flat.

President's Report

Vern reported that Danielle Sill is beginning to put together the Verona Transition Task Force.

Vern, Paul, Liz and Karen will attend the synod meeting May 16-17.

Action Item: Please submit items for the annual report and annual meeting to Rick Blum. These will be discussed at the May Board meeting.

Next Meetings

Board Meeting: Monday, May 19, 2025, 6:30 PM at Madison Campus

The meeting concluded with The Lord's Prayer. Deni moved to adjourn the meeting and Paul seconded. The motion was approved, and the meeting was adjourned at 8:44 PM.

Respectfully submitted,

Karen Smith
GSLC Board Secretary

Good Shepherd Mission: In response to God's love and grace we...Welcome as we have been welcomed, forgive as we have been forgiven, serve as we have been served.

Good Shepherd Vision: By the grace of God and the love of Jesus Christ, we will meet each person where they are, and invite them into transformative relationships with God, each other, and the communities in which we live and serve. We will cultivate and empower lay leaders to support this life-changing work at Good Shepherd and beyond.