

GSLC Board Meeting Minutes

Tuesday, September 16, 2025 6:30 PM

Madison Campus

☐ Paul Hutson (President) ☐ Tonya Schram (Secretary) ☐ Deni Naumann ☐ Vern Andren ☐ Liz Deterding ☐ Andy Nelson ☐ Spencer Johnson ☐ Robyn Kitson ☐ Pastor Craig McMahon (Interim Lead Pastor) ☐ Rick Blum (Director of Administration)

Guests: ☐ Rick Thomas ☐ Pastor Dara Schuller-Hanson

Via Zoom: NA

Excused: ☐ Karen Smith (Vice President)

Paul Hutson, President, called the meeting to order at 6:31 PM.

Opening Prayer

Pastor Craig opened the meeting with a prayer.

Approval of Minutes

Paul presented the 8.18.25 Board meeting minutes. Deni reviewed her edits to the Board. **Vern made a motion to approve the August 18 minutes. Andy seconded.** Discussion was held. **The motion passed unanimously to approve as amended.**

Old Business

No old business to review.

Outreach Ministry Update

Rick Thomas, Director of Outreach, proposed changes to the Hoff Fund policy, which currently limits assistance to church members but has remained underutilized with approximately \$7,000 in unused funds. It was proposed to expand eligibility to include “active non-members”; defined as those enrolled in church programs like Little Blessings Preschool or Bible studies or active volunteers in service ministries. The proposed changes would also correct outdated information in the policy document and update the directors name to Rick Thomas, Director of Outreach and update the Pastor information to Pastor Dara.

Rick T. also presented a proposal to restructure the Social Action Committee into an Outreach Ministry, aiming to address declining participation and revitalize service efforts. The new structure includes quarterly outreach nights featuring different ministries, hands-on projects, and a book study on Neighborhood Church; starting October 13th. Rick T. reported that the food pantry serves about 70 families weekly and the Holy COW program completed 61 events serving over 5,300 meals this year, though concerns were raised about the workload and coordination challenges of the proposed changes. There is also a plan to create a more comprehensive calendar of events and update the webpage. Interns for the Holy COW and Food Pantry garden helped make both ministries successful.

Deni made a motion to modify the HOFF Fund eligibility criteria. Andy seconded. Motion was approved unanimously.

Pastor Dara Doctoral Update

Pastor Dara provided an update on her Doctor of Ministry program through the University of Dubuque, explaining that she is now transitioning to the thesis project phase focused on “Finding Rest for Your Soul”. The project aims to address rest and spiritual wellness, particularly targeting mothers aged 30-50 through small study groups and an online survey. Pastor Dara plans to involve the congregation more broadly, including potential sessions with the board, and has received approval from the university to proceed with the research. She handed out a 2-page handout laying out her work.

Communications Committee Update

The Communications Committee discussed the need for guidance on focusing their social media and communication efforts, particularly following the departure of intern Cam Moll who had significantly improved engagement. Rick B. suggested focusing on measuring real-world metrics like event attendance, noting that Instagram might be more important than Facebook due to its younger demographic. The discussion highlighted a specific example where Little Blessings nearly launched an after-school program but only got 5 of the needed 8 registrations, although most participants finding out about it through social media. The group agreed that targeted advertising and better website integration could help leverage social media efforts more effectively, with a suggestion to have Heidi Anderson, Director of Little Blessings, present at an upcoming meeting to discuss her social media experiments for the after-school program.

Database Management

Discussion was held around the need to update the church’s database management system. Rick shared there’s a one-pager explaining where things are at in the process. Andy Nelson stated he met with Eric Holmer, Seminarian and Media Specialist, to talk about progress. Paul requested a task force be created to assess whether Breeze meets the church’s needs or if a different solution

should be considered. Rick B., Diane Wenzel, and Ronda Beggs were identified as key stakeholders who will provide input. The task force will focus on finding a solution that effectively manages member communication and data. Deni thinks we should do a call out to the congregation for individuals to participate in this task force.

ACTION ITEM: Andy to create and lead a task force with findings reported out at next Board meeting.

Financial Report

Currently there are no leads for the treasurer position.

The board discussed the need for a gift acceptance policy, with Rick B. presenting a draft that would clarify acceptance criteria and fund designations. Several concerns were raised during the discussion, including:

- Clarification needed on the church's investment policy.
- The church does not have an established Endowment Committee.
- The policy has not yet been reviewed by the Finance Committee.
- The need for legal review of both the gift acceptance policy and funding recommendations to ensure compliance with tax implications.
- There is a need to define where the funds should be directed.
- A question was raised about whether this is an internal document or intended for external use.

The Board agreed to table the proposal and send it back to the Finance Committee for further development, noting that the current draft needed more detailed guidance. The next finance committee meeting is Oct 13. **Paul made a motion to table the gift policy proposal as it is drafted for further consideration by the finance committee. Andy seconded. No further discussion. The motion was unanimously approved.**

ACTION ITEM: Board provide any recommendations to Rick B. via email by October 6.

The Board reviewed the treasurer's report. The Board could not review nor approve July financials because the updated financials were not available. Rick B. will send out the updated July and August financials via email for Board approval.

ACTION ITEM: Rick B. to email the updated July and August financials.

Administrative Report

Rick B. provided an update on the McAusland estate gift. All funds have been received except for \$20K which is going to the Foundation. Three of the five gifts will be reported in this month's financials. Between ERTC and estate gifts, there will be ~\$830K in the board designated fund. Discussed the need to establish a facilities fund due to being over FDIC limits.

CYF is in rebuilding. Emily has made a strong impression. There is a need to find a replacement for a youth ministry assistant. Interviews are in process.

Rick B. updated the board on the upcoming giving campaign, “Flourish”, which will have a tree theme. It will look different than prior years—less mail, two key videos, post cards and bulletin inserts.

Columbarium update showed an increase in sales over the past few years. There will most likely be a proposal to add a second semi-circle in 2027 versus the planned 2029.

Finally, the board discussed a 10% insurance increase from Brotherhood Mutual and agreed it was a good idea to increase the deductible from \$10,000 to \$15,000 to reduce the overall increase. Rick B. spoke with a competitor but he doesn't think they'll be able to provide a competitive bid.

Call Committee Update

The call committee decided not to move forward with any of the current candidates due to lack of experience with their specific needs. However, the candidates said that Good Shepherd is appealing. The committee plans to focus on an awareness campaign to reach potential candidates in other areas and are considering using a headhunter to help identify candidates, though this may need synod approval. The congregation will be notified through The Messenger on September 27th, with additional Congregational Life Conversations planned for October 12th in Madison and October 19th in Verona. Liz explained that the 9-month process to create a profile was longer than typical due to recent updates and changes at the church and emphasized the importance of proper messaging to explain the decision-making process to the congregation.

ACTION ITEM: Deni to send name of two Milwaukee churches who used headhunters to Liz and Elizabeth.

Interim Lead Pastor's Report

Pastor Craig suggested that board members attend the upcoming Congregational Life Conversations to observe and learn from congregational responses. The Verona site pastor transition process was also discussed, which has been delayed until 2026 because of the Lead Pastor delay. Pastor Craig has started an annual review process with Rick B. and other staff members. Pastor Craig informed the Board that he will be on vacation for a week. He also noted that the Synod recently held a series on Christian Nationalism and expressed interest in exploring ways to engage with or build upon this.

ACTION ITEM: Deni to provide names of two individuals to Pastor Craig who spoke on white Christian Nationalism from the Milwaukee Synod.

President's Report

All new board members have been fully onboarded.

Paul discussed the need to identify concrete goals for committees and addressed concerns about turnover and engagement. He asked committee liaisons to ensure all members sign conflict of interest and confidentiality policies. Rick B. also highlighted the need for board representation on the Finance, Generosity, and Little Blessings committees, with a focus on finding a treasurer for Finance and addressing turnover in Little Blessings. Deni agreed to join the Little Blessings committee, and Spencer will attend Finance meetings to provide support.

A new committee was proposed for a marketing & evangelism committee. Robyn and Paul will meet to discuss ideas.

ACTION ITEM: Board liaisons to gather all committee members names and start dates, along with having conflict of interest and confidentiality forms signed.

Adjourned with The Lord's Prayer.

Next meeting is Tuesday, October 21st at 6:30 PM at Madison Campus.

Deni made a motion to adjourn the meeting at 8:50 PM. Andy seconded. No further discussion was held. **The motion carried unanimously.**

Respectfully submitted,

Tonya Schram
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.