

# *Finance Meeting Minutes*

November 8, 2021 – 6 p.m. Verona Conference Room

Attending: Wade Huseth (Chair), Rick Blum (Staff), Diane Wenzel (staff) ,Greg Vlack,  
Gary Schmuhl, Kris Schmuhl, Sara Ritter, Tyler Gold,  
Not Attending: Nan Schilling

The meeting began at 6 p.m. with an opening prayer.

## **Finance Statement and Dashboard Review –**

The committee reviewed the October financials, which showed revenue trending below budget by \$47,274. Wade acknowledged that we still have a problem with revenue estimated divided by 12 instead of reflecting seasonality. However, he noted that contributions are down \$44,000 year-to-year, which he said suggests we may have a problem. However, he also notes that expenses are also \$47,101 below expectations, which helps address the problem. Rick B. said not hiring an assistant music director is resulting in cost savings in expenses.

Besides that discussion, a lot of time was spent reviewing line items, explaining the breakdown of different revenue and expense categories.

## **Generosity Campaign:**

Rick B. said it's way too early to determine if the campaign will hit its' goal of increasing giving by \$100,000. However, Rick B. said he's cautiously optimistic after seeing early cards come in. the campaign did already have \$180,830 in commitments (About 17% of last year's total) from leaders and early contributors here at Good Shepherd. The big news: 64% of the commitments in so far have increased their giving by 10% or more. He said he would know much more at next month's meeting.

Greg said getting cards is going to need to a marketing effort. People starving for fun stuff. Rick said they would continue to push the need to get cards in through November 22 with a combination of targeted and broad email reports.

Rick also said he hoped to do a better job this year of thanking donors. He hopes to send a personalized thank you note to everyone that turned in a card. He's hoping to pass on the duties of sending the cards to staff and committee members. He asked whether anyone would be willing to take 10 thank you cards and send them out. A number of committee members volunteered.

## **Request for Board Approval - None**

The meeting ended just after 7 p.m.

Next Meeting – December 13 6 p.m. in Madison.