

Executive Director's Report BOT meeting 15 Nov 2016

Lift Update:

We are still awaiting word from the Lift manufacturer as to when they will be delivering the lift itself to be installed on the platform. All is ready for the arrival of that key piece of infrastructure. However, without a definitive date on this, it is impossible to determine a completion date.

While we wait for the news on that, John Turmelle, Chuck and Dan continue to work out the final details of what parts of the remaining work match up to which parts of the original contract or different change orders. They are close to finalizing that and the total expenditure to APC is likely to stay under \$58,000 – the level that was used in the calculation of the total spend on the Lift project from the start several years ago of \$118k. As far as budget for this fiscal year is concerned, the project is on target to complete well within the \$122k that was budgeted for B&G Projects, leaving about \$45k for any other critical building projects for this fiscal year; in other words the FY16-17 spend for the Lift will likely be a maximum of \$75k.

Financials: see separate Financial Summary

Stewardship and Pledging:

This year there is a bigger role for the Holiday Appeal -- asking for donations above and beyond one's pledge. For the Holiday appeal this year, the YRSC has a goal of \$20,000. Staff has drawn up a list of around 110 households; all have donated before and most are ones that have pledged in past, but none have pledged this year. This list will be the target audience for our hard copy Holiday Appeal letter. In addition to the hard copy mailing, there will be a "Donate Now" and a special new payment pathway set up for electronic (ie credit card) non-pledge donations. Email appeals with this click-through donation link will go out starting first week of December. Also, special remittance envelopes will be placed on all seats for the Dec 11th Worship Services.

Comparing to last year's holiday appeal, this appeal is far broader in channel mix. Last year there was only a hard-copy mailing sent out the 3rd week of December 2015 to 500 recipients. The recipients were a mix of those who were actively pledging and contributing to their pledge and those who were not. The appeal raised \$2,600 from 21 donors.

On the pledging side, we are still lower than last year. As of 9 November we have 284 pledges totaling \$629k. Last year for the 2015-16 pledges we had 321 pledges totaling \$656k. As you may recall, pledges are done by pledge units which can include both spouses as members as well as some teenage children who are members – thus member counts are always higher than pledge counts. As was mentioned in last month's report, the Finance Committee will be assessing in January if any down-side contingency measures are needed given the overall income and expenditure picture at that time.

Member count as of 9 November, 2016 is 387. This is according to the definition stipulated in the Constitution that not only they have to sign the membership book but they must also have made a pledge for 2016-17 and they must have made a contribution towards either their 2015-16 pledge or their 2016-17 pledge.

Pledging is the “senior” level of congregant support with non-pledge donations filling in now a regular and more substantial role. As Mark Ewert brought to our attention when he visited, pledging can be difficult for some people and there are high frustrations for some folks here with the pledge year starting 1 July and running to 30 June and needing to be renewed each year. It is too complex for many to forecast their financial situation that far into the future. Thus Mark recommended we follow the more welcoming route of having membership be defined as “a donation on record” over some time period.

Clearly, there are many pathways to membership and there are different ways to measure congregational involvement. We look forward to more clarity on the monitoring of the Board Ends and then determining how different statistics fit into that picture.