

UNITARIAN UNIVERSALIST CHURCH OF BERKELEY
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Report to the Board of Trustees
Coordinating Team
October 2007

Introduction

The Fall season at UUCB is in full swing, and your Coordinating Team has been hard at work. We've been a team member short this month with Chris on paternity leave [Welcome to life Benjamin James Jablonski!]. Tim is in his first months on the CT, providing good insight into congregational leadership and facilitating the work of the Council. And Anne Greenwood, Treasurer, has been meeting with us to insure good financial information is available. We are well into the experiment with a 10:00 Sunday Education Hour and moving the start of the Sunday service to 11:00. Plans are underway to begin a 9:00 service in January.

There has been much excitement with the Bay Area Marketing Campaign, and we are hopeful that we will begin to have more people visiting because of it.

I. Global Ends Statements

A. Worship: *The Unitarian Universalist Church of Berkeley celebrates the human spirit and fosters lifelong spiritual growth. We are a vibrant and joyful community where religious seekers of all ages find connection, support and spiritual growth individually and in groups.*

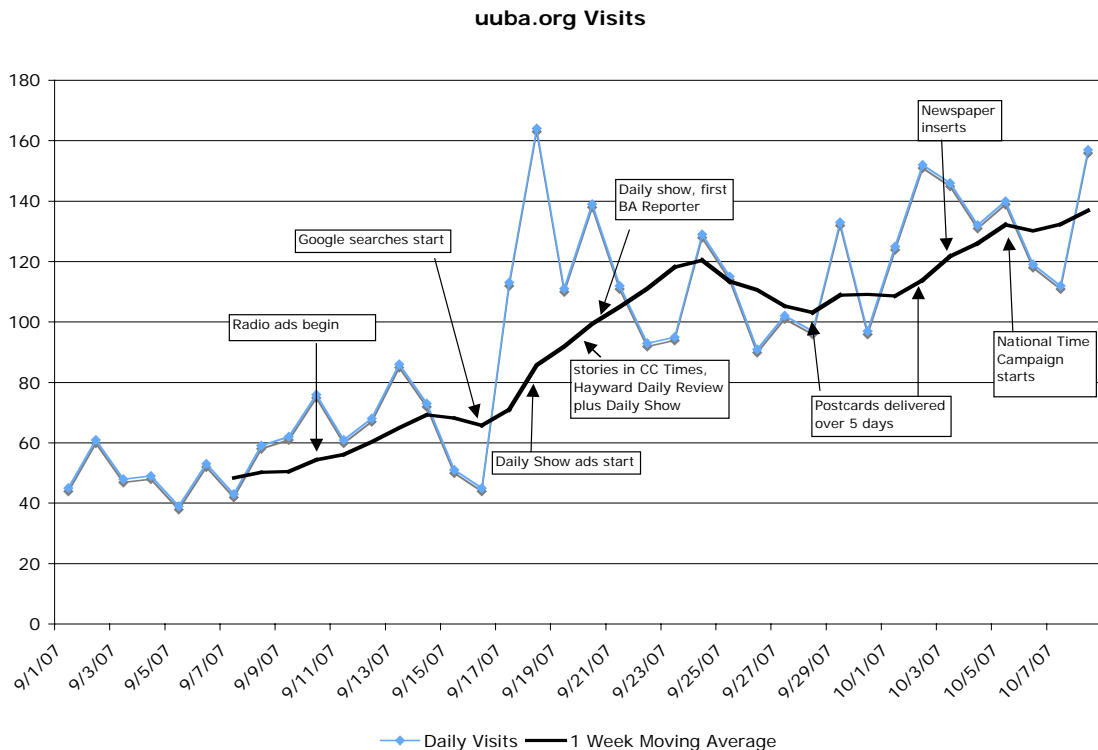
A New Organist

After much searching, we have a new organist. Her name is Lynn Finegan, and she will start officially in November as Interim Organist. She has already been playing many Thursday night choir rehearsals.

Lynn is a very appealing person with a most impressive education. She plays both organ and piano very well and shows obvious commitment to all the musical endeavors she enters into. Thanks to Bryan and the Organist Search Committee and Welcome, Lynn.

Bay Area Marketing and Visitor Trends

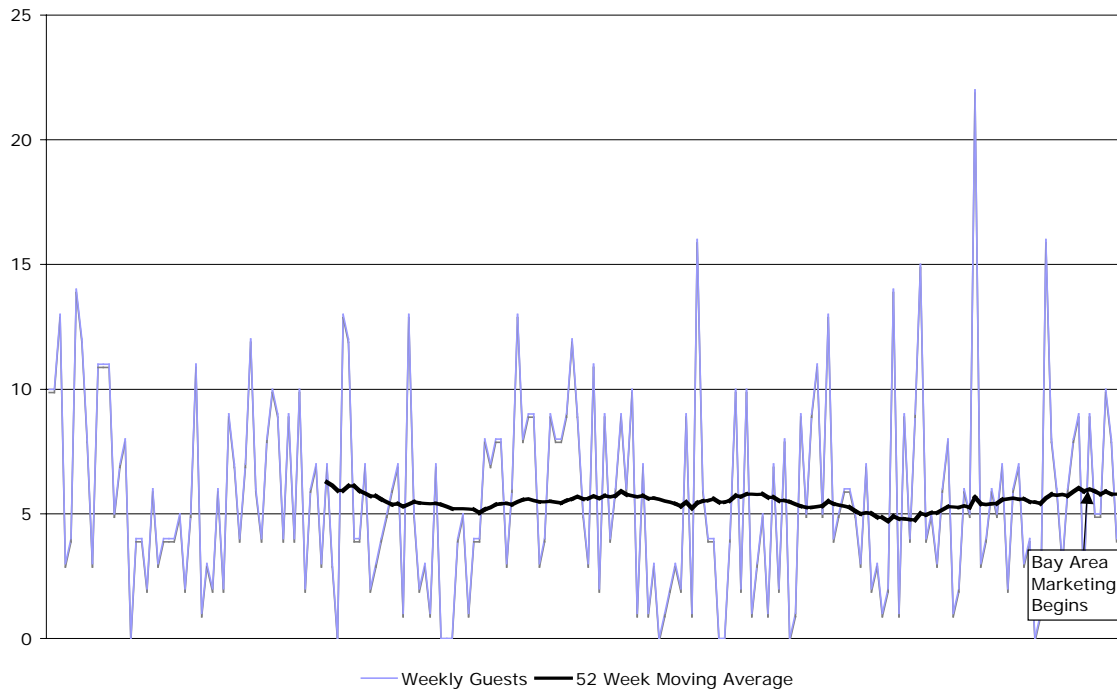
We are into the Bay Area Marketing Campaign just under a month (see attachment for the full schedule of media). Thanks to the publicity efforts of the Regional Marketing gUerillas, we have also had excellent articles about the campaign in the Contra Costa Times, San Jose Mercury News, Hayward Daily Review, Napa Valley paper, and several other ANG newspapers. Most of the advertising directs people to the uuba.org site, where they can view a map of the various congregations in the Bay Area and click on that map to jump to the web sites of the various congregations. There has been almost a threefold increase in traffic to the site since the campaign started. Though we have plotted various campaign activities, the effects of a campaign like this tend to be cumulative.



Though we have been unable to track which sites this traffic goes to, we do have reports through Google analytics that shows what city people who access the site are from, with the highest numbers in San Francisco, Oakland, and Alameda. So far, there are relatively few from the UUCB surrounding area. We have recently added this tracking capability to the UUCB site and preliminary data confirms some, though not a lot of, traffic referred from the uuba site.

This appears to track with the visitor data we collect each Sunday. So far, we have seen no increase in visitors over last year, and none of them have self-identified as coming due to marketing activity, though anecdotally at least one guest indicated this in conversation. It is still early in the campaign, so not yet cause for concern.

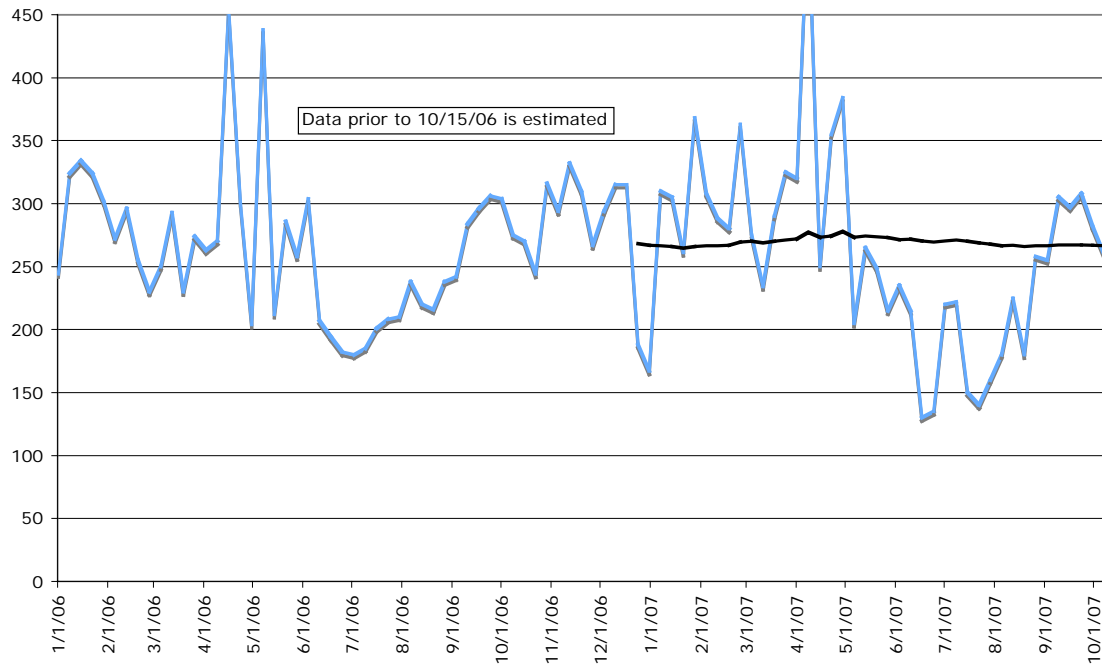
UUCB First Time Local Guests Per Week



Attendance

Attendance is also essentially the same as last year over the past month, in spite of the regional marketing campaign (see information above). It should be noted that we changed the method of counting in mid October of last year to count before the children and adults leave, so had to estimate that number last year for a fair comparison. Our current method does not follow the “everyone in the building” guidelines from the UUA in that it excludes the approximately 15 people in the social hall and atrium, the youth who are meeting, and any of our Personal Theology and other education hour attendees, but it does allow a fair comparison in terms of assessing the impacts of the marketing campaign.

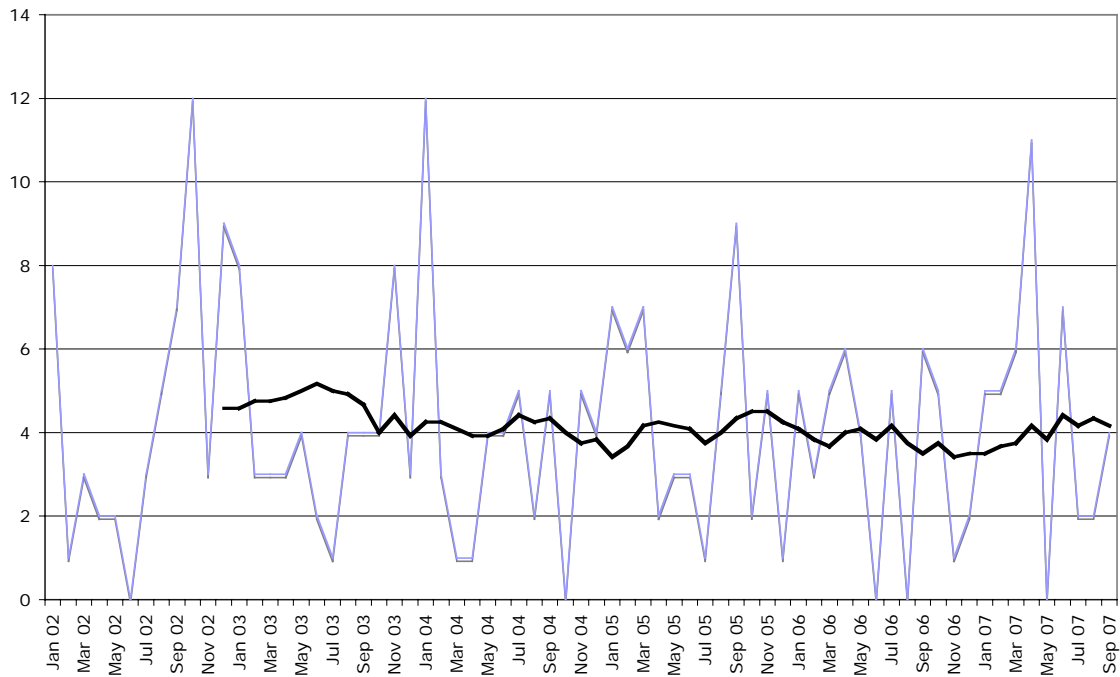
UUCB Total Sunday Attendance Adults and Children



New members

Though up from the trend we were experiencing last fall, we are still below our historical average of 55-60 new members, projecting about 50 by the end of this calendar year. We would not expect to see any appreciable impact from the marketing campaign until after the first of the year.

UUCB New Members



B. Service: *UUCB is a community where people of all ages actively participate in ministry, service, and outreach, and work for peace and social justice in the world.*

Much is happening in the service area of the life of UUCB. Next month you will receive our annual in-depth report on this Global End. One highlight is that several committees, including the Green, Partner Church, and Peace committees are working with the 11:00 4 Cs program to provide workshops for our children and youth on various social justice themes. The Greater Richmond Interfaith Program Harmony Walk was held last Saturday, with at least ten church members and the co-ministers participating.

C. Education: *UUCB is a community in which human talents are nurtured and religious education and spiritual understanding are fostered, one where people of all ages are encouraged to express Unitarian Universalist values in their daily lives.*

Much appreciation to Religious Education Assistant Margaret Sequeria who is directing the Religious Education program during Chris' paternity leave!

This fall began the 10:00 Education Hour with programs for all ages. Age grade classes for Children are all on the theme of Spiritual Practices. The classes for adults are different each Sunday of the month:
 1st Sundays of the month Unitarian Universalist Bible Study
 2nd Sundays Walking Our Talk, Living Our Vision

3rd Sundays Queer Thea/ologies
4th and 5th Sundays Unitarian Universalist Heritage and Tradition
Also at 10:00 is Personal Theology which meets every Sunday.

At 11:00 Children, Youth and Adults worship together.
At 11:15 the Children and Youth program is Children's Creative Collaborative Community or 4C with play, social justice projects, and music and the arts.
The 20 member youth group meets at 11:00.

Offering the curriculum on Spiritual Practices for children at 10:00 increases the odds on the classes having more consistent attendance and participation.
The 11:00 4C program can easily accommodate and welcome children who show up for the first time.
Margaret and the RE team are finding ways to keep the schedule of types of activities and the physical structure consistent within the 4C program.

Having both 10:00 and 11:00 education offerings for children has doubled the number of teachers needed. Margaret has been busy recruiting and training.
Thank you to people who have stepped up and volunteered their support.
Teachers who volunteer at 10:00 can attend the 11:00 service. People offering projects for the 4C program can volunteer for just one Sunday.

Thursday evenings members are encouraged to participate in Chalice Circles.

Other workshops and classes are being offered most weeks throughout the year.

During Chris' absence, we offer thanks to all the people who have offered the storytelling time in the Sunday Service: Roger Dillahunty, Carol Carlisle, Rev. Cinnamon Daniel, Lynn Kelly, John and Lynne Cahoon, and Ann Riley.

D. Fellowship: *UUCB is an intergenerational community where we interact with one another in trust, reverence, joy, and love. UUCB is a welcoming, caring, vibrant and ever more diverse congregation, overcoming barriers that divide the human family.*

Chalice Circles

At least ten fully subscribed Chalice Circles are beginning this month. A training session was held for facilitators and an introductory evening was celebrated with almost fifty people attending. Markate Daly continues to provide excellent coordination for the program.

Council

The council is quite busy and productive these days. In addition to their regular role of overseeing and coordinating UUCB committees, they are engaged in a number of other projects, including:

- Network Convocation scheduled for November 3rd

- Radical Hospitality Policy that will allow financially challenged members and non-members more ready access to UUCB activities.
- Redefining Council leadership and structure: Since Linda Laskowski stepped down as council facilitator the leadership role that she filled has become increasingly obvious. Initially, Tim Weitzel signed on only as a facilitator, and he defined and fulfilled that role in strict terms and intentionally avoided leadership activities. It is clear that there is now a leadership void on the council, and the typical issues related to a leadership void are beginning to surface. Specifically, questions of “who are we,” “what is our role,” “what direction should we take,” etc. are regular occurrences. Congratulations to the council members for recognizing this and taking steps to remedy it before it began leading to more serious trust and relationship issues—as it inevitably would if it were not addressed. Tim Weitzel has since agreed to be a transitional leader and help guide the council through a process of identifying the type of leadership role that is most appropriate and helping them get the necessary direction .

Stay tuned for some exciting and creative outcomes from the UUCB Council

E. Stewardship: *UUCB is a congregation where all members and friends share human and financial resources generously to support our vision and the common good. Our buildings and our grounds are welcoming, inspiring, well maintained, and accessible to all.*

Treasurer’s Report

You have received the Treasurer’s report separately. We should note that Anne Greenwood, Treasurer, is now meeting with the Coordinating Team, and has worked diligently to further modify our monthly reports so that that are both accurate and useful in management.

Solar Panels

As we have reported previously, our third party funding did not work out, so we are “going it alone”. We are applying for a higher incentive amount available only to non-profits, which will make up for some of the tax benefits we are not eligible for. The Solar Working Group will begin an education process in the next month, culminating with two “live” sessions in January (one in person after a Sunday service, and one as a conference call) and a vote to take about \$400,000 from the endowment to fund the installation at the congregational meeting in February. We say “about” because we will be encouraging members to “buy a panel” for \$1000 each, which will get their names on a small “made possible by” plaque by

a meter we intend to install in a visible place so we can all watch the meter run backwards. Once the installation is running, we will receive \$131,000 from PGE that will be used to pay back the endowment, along with the energy savings of at least \$17,000 each year. A big thanks to Mac Lingo who is working with our vendor to get the application in, John Cahoon who is putting together the education materials, Lee Lawrence who is leading our “buy a panel” effort, Jim Milstead for his constant support and knowledge of how electricity and PG&E really work, and Abbot Foote for his continued vision and push to not only be a greener church, but leave an energy legacy to those who come after us.

To initiate the application we decided to use \$1300 from the Ladd Griffith Building Fund for this unbudgeted item.

Montessori Lease

We met with the Director of the Montessori Family School and one of the parents on their move out schedule. They hope to move by the end of December or shortly after the beginning of the year, but continue to be plagued with unexpected issues with the building they are renovating. They felt our rental space was very reasonably priced and would be in demand by independent schools, who are often looking to expand or find larger space. We agreed we would attempt to fill the space as soon as they moved out, but, “worst case” they would be responsible through May of 2008. That allows us to meet our budgeted number for this fiscal year, regardless of what happens, “buying us time” should leasing not happen quickly. We have since contacted all 40 schools via email in the East Bay Independent School Association, with initial responses from two of them. One, the German International School, has had two representatives tour the facility. They are a small school and would lease only two rooms in the coming year. They understand our desire is to rent six of the eight rooms. We are following up by mail this week, sending a flyer to all the schools we emailed previously.

II. Coordinating Team Limitations

G. Asset Protection

The El Cerrito and Kensington Fire Departments and East Bay Municipal Utility Department have approached us about providing an easement to them to lay a water pipe through the parking lot, extending the length of the property, to connect two water lines. This is the last of a series of pipelines to be added in the Berkeley Hills to insure adequate water pressure, particularly in times of natural disaster. We will work with their representatives to insure that the proposal will be in the best interests of the church, including the timing of installation.

J. Conflicts of Interest

We will have at the October Board meeting a sheet for all Board members to sign agreeing to the Conflicts of Interest policy. This policy was passed by the Board, is part of the Governance Document, and requires leaders of the church, on an annual basis, to agree to the policy.

K. Communication and Support to the Board and the Congregation

Barbara and Bill are eligible for a sabbatical leave this January 2008. With Chris' paternity leave this fall and the beginning of a 9:00 service in January, this is not a good time for a sabbatical.

By their working agreement, sabbatical leave is one month for each year of service up to six months. This would qualify them for a six month sabbatical next year.

In conversation with Chris, the Coordinating Team, the Committee on Ministry, and the Intern Committee, they are proposing a sabbatical for the co-ministers for January 2009. A formal proposal will be coming to the Board to this end.

The proposal would include a nine month full time ministerial internship September 2008 – May 2009. The intern minister would be supervised weekly by Barbara September – December and then weekly by a minister in the area January – May. The intern minister would also meet weekly with Chris.

The Chaplains, coordinated by Rev. Cinnamon Daniel, would assure that each member could receive pastoral care.

Community Ministers, ministers and seminarians involved in UUCB could support worship and education during the sabbatical.

Barbara would like to offer a Sermon Seminar for 6-8 lay leaders willing to commit to a class, readings, assignments, and the desire to work with the group on a sermon to be preached one Sunday during the sabbatical.

The Coordinating Team is looking at the possibility of lay leader liaisons, one with office staff and another with buildings and grounds staff during a sabbatical. This is the model that was used during Bill and Barbara's previous sabbatical. Now with policy-based governance, the liaisons would report to the Coordinating Team.

The Committee on Ministry is looking at the full life and ministry of the church and what all would need to be covered to prepare well for a sabbatical. Besides

proving a time for renewal and recommitment for our ministers, a sabbatical year is a time for a congregation to grow in leadership and creativity.

III. Board-Coordinating Team Linkage

Strategic Plan Test Run

The Board of Trustees participated in a test run of the process for rolling out the strategic plan. Skillfully guided by Linda Jackson, board members engaged the items in the strategic plan in a way that allowed them to explore the proposed initiatives inwardly and between each other. Initial feedback on the process was quite positive. The next step is for Linda to incorporate the improvement ideas offered by the board and then UUCB leadership and other members will begin facilitating the gatherings.

We are looking forward to hearing the results of the gatherings to be facilitated by Board members.

Part of the Strategic Planning process is for the Board to establish **target salary ranges** for staff positions. We have been using the UUA Guidelines for salaries, but they are given in ranges and we need to know what part of the range the Board wants to use as a target. Please inform us as soon as you are able to establish this target. It is essential for our long range planning.

Conclusion

In conclusion, we express our appreciation for your leadership on the Board of Trustees. This is an exciting time in the life of the church and we appreciate the opportunity to work with you in both creating visions for the future and in managing the on-going activities and events that bring such vitality.

*Tim Weitzel, Christopher Holton Jablonski, Barbara Hamilton-Holway,
Bill Hamilton-Holway and Linda Laskowski*

Imagine a religion...



BAY AREA UU MARKETING CAMPAIGN AD SCHEDULE

SEPTEMBER

- Sept. 15 Launch Party- Campaign Begins!
- Week of Sept. 10 KOED FM 88.5 FM (18 spots)
KQKE AM 960 AM (38 spots & 3 3 minute vignettes)
- Week of Sept. 17 KOED FM 88.5 FM (18 spots)
KQKE AM 960 AM (38 spots & 3 3 minute vignettes)
Daily Show on Comedy Central Cable TV (3 nights)
Google Ad Words campaign begins (through Nov. 2)
Family Fun Magazine: Full page 4C ad, in-home 9/21
1/3 page B&W ad in Bay Area Reporter (weekly GLBT publication)
Three DollarBill Café (LGBT Sep, Oct)
Bay Times (LGBT, 4" X5" b&w ad, thru Oct. 4)
Castro Online (LGBT, through Oct 17)
Sonoma Online (LGBT thru Sep 08)
- Week of Sept. 24 Direct mail 250,000 households, ~75 zips
KOED FM 88.5 FM (19 spots)
KQKE AM 960 AM (38 spots & 3 3 minute vignettes)
Daily Show on Comedy Central Cable TV (1 night)
1/3 page B&W ad in Bay Area Reporter

OCTOBER

- Week of Oct. 1 BART October Campaign - 100 boards throughout Transit System
Insert in ~450,000 Newspapers: Chronicle, Press Democrat, Mercury News, Contra Costa Times, ANG papers
KQKE AM 960 AM (38 spots)
Daily Show (2 nights) & Colbert Report (4 nights), Comedy Central TV

Parents Magazine: Full Pg 4C ad in-home 10/3
1/3 page B&W ad in Bay Area Reporter
Terrain (environmental, ¼ page, b&w ad)
Noe Valley Voice (newspaper, 5" X 4" b&w ad)
New Fillmore (newspaper, 5" X 4" b&w ad)
Potrero View (newspaper, 5" X 4" b&w ad)
Bay Area Parent (1/8 page, b&w, three regions)
Mother's Club Newsletters (various, b&w ads)
Sunnyvale Church Directories (Oct, Nov, Dec)
La Oferta (Spanish language) (Oct, Nov, Dec)

TIME Magazine: UUA National Ad campaign
Oct. 15 issue, On-newsstand Oct. 5

Week of Oct. 8

KQED FM 88.5 FM (15 spots)
KQKE AM 960 AM (38 spots & 3 3 minute
vignettes)
Daily Show on Comedy Central Cable TV (4
nights)
Parenting Magazine: Full Pg 4C ad, in-home
10/11
1/3 page B&W ad in Bay Area Reporter

Week of Oct. 15

KQED FM 88.5 FM (15 spots)
KQKE AM 960 AM (38 spots & 3 3 minute
vignettes)
Second direct mail- 4 page insert, 250,000
households
Daily Show on Comedy Central Cable TV (3

nights)

Week of Oct. 22
home: 10/25

American Baby Magazine: Full Pg 4C ad, In-

TIME Magazine: UUA National Ad campaign
Nov. 5 issue, On-newsstand: Oct. 26

NOVEMBER

Sierra Club Yodeler (1/4 page, b&w ad, thru
Jan)
Sierra Club Loma Prietan (1/4 page, b&w ad,
thru Jan)

DECEMBER

Diablo Magazine (2 ½ X 4 ¾ b&w ad)