

Welcome to the

FALL CONGREGATIONAL MEETING

AGENDA

- ◆ Welcome – Joe Luberda
- ◆ Devotion – Pua Coffman
- ◆ Board of Directors Report – Joe Luberda
- ◆ Financial Report – Jeff Cook
- ◆ *NEXT* Progress Update – Dion Garrett
- ◆ Branding Update – Dion Garrett
- ◆ Q & A/Other Business – Joe Luberda
- ◆ Closing Prayer – Dion Garrett

DEVOTION

Pua Coffman

Associate Director of Student Ministry

BOARD OF DIRECTORS UPDATE

Joe Luberda

Board of Directors President

BOARD OF DIRECTORS

Chris Arft, At Large Member

Karen Brown, At Large Member

Jeff Cook, Chief Financial Officer

Dion Garrett, Senior Pastor

Mindy Jeffries, At Large Member

Joe Luberda, President

Marla Maloney, At Large Member

Scott Morris, At Large Member

Ebenezer Satyaraj, Vice-President

Scott Thompson, Treasurer

Neal Weber, Secretary

BOARD NOMINATION PROCESS

- ✦ February – Board openings determined
- ✦ March – Board skills/experience needs determined
- ✦ Late March/Early April – Self nominations from congregation
- ✦ April – Nominating Committee interviews and selections
- ✦ May – Elections at Congregational Meeting

FINANCIAL PRESENTATION

Jeff Cook

Chief Financial Officer

OVERVIEW

- ◆ Summary Presentation
- ◆ Amounts are in thousands (000)'s
- ◆ Year refers to the end of the Fiscal Year (June 30)
- ◆ Primary Funds are Ministry Fund and School Fund

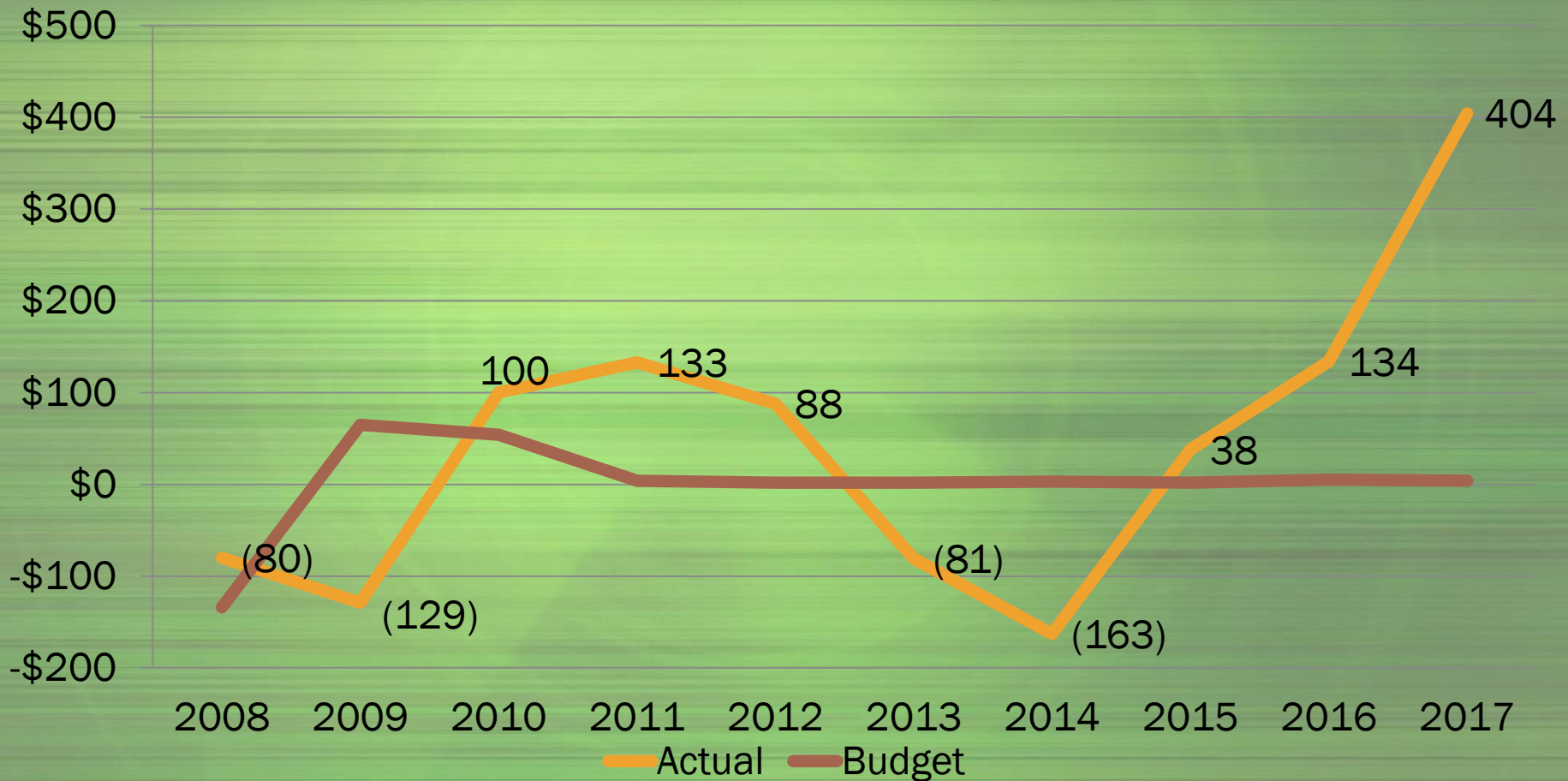
MINISTRY FUND FISCAL YEAR 16/17

Ministry Fund	Budget	Forecast	Actual
General Offerings	\$4,524	\$4,441	\$4,495
Other Income	517	546	559
Ministry Expenses	2,122	2,045	2,044
Operating Expenses	2,555	2,611	2,589
<i>NEXT</i> CapX Provision	360	327	17
Surplus/(Deficit)	\$4	\$4	\$404

*Forecast was based on actual results through April 2017.

**Surplus of \$404 includes \$343 of *NEXT* CapX Provision which was budgeted but not incurred.

MINISTRY FUND SURPLUS/(DEFICIT)



* 2017 Surplus of \$404 includes \$343 of *NEXT* CapX Provision which was budgeted but not incurred.

FINANCIAL POSITION AT END OF 1ST QUARTER

Budgeted Deficit	(\$311)
Below Budget Giving	(98)
Below Budget Other Income	(11)
Below Budget Expenses	97
Below Budget <i>NEXT</i> Expenses	<u>203</u>
Actual Deficit	(\$120)

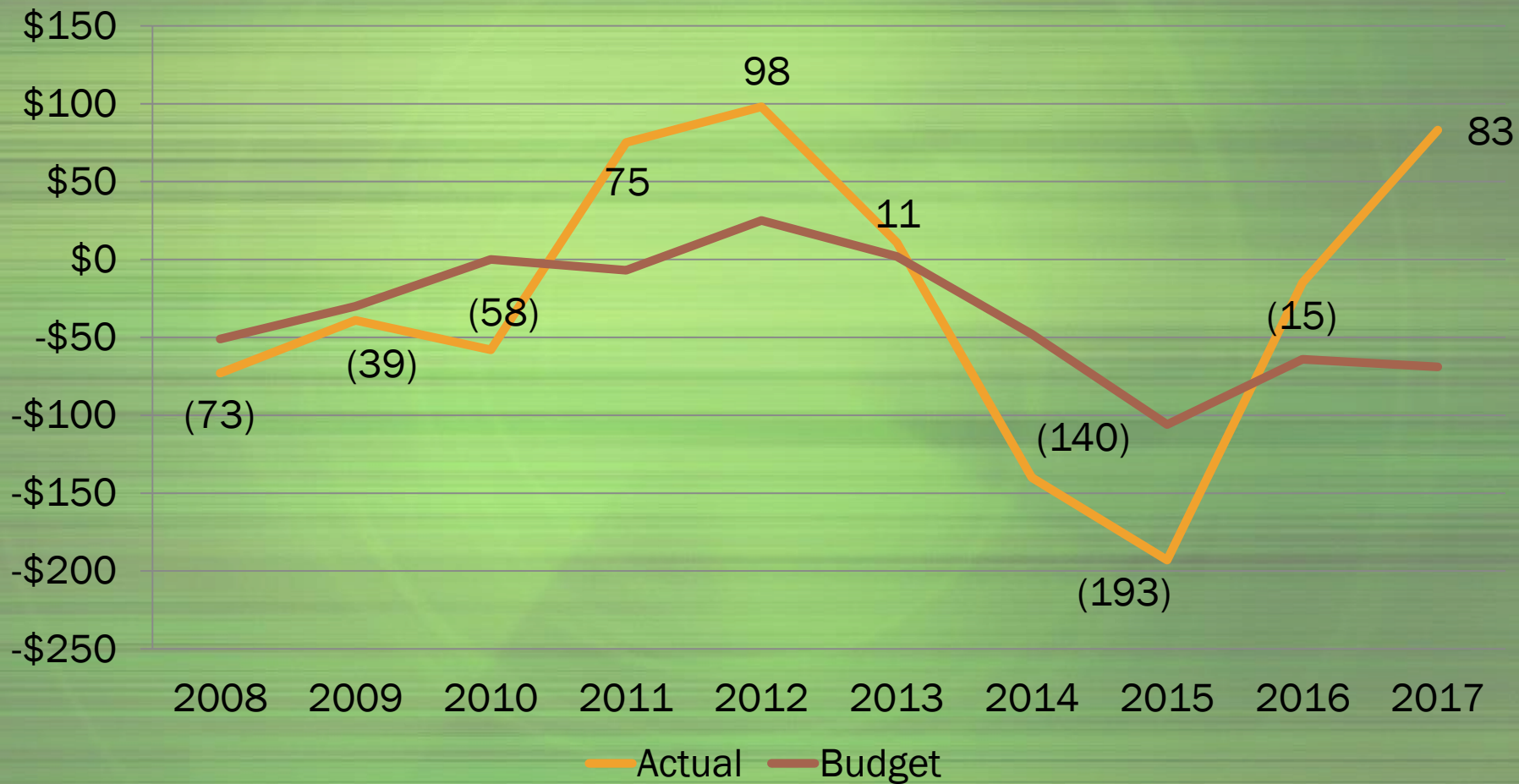
A surplus of \$4k is budgeted for this fiscal year.

SCHOOL FUND FISCAL YEAR 16/17

School Fund	Budget	Forecast	Actual
Tuition ECE – 8 th Grade	\$1,810	\$1,887	\$1,884
Third Source Funding	200	191	185
Other Income	146	174	174
ECE – 8 th Grade Expenses	1,816	1,828	1,823
Other Expenses	409	336	337
Surplus/(Deficit)	(\$69)	\$88	\$83

*Forecast was based on actual results through April 2017.

SCHOOL FUND SURPLUS/(DEFICIT)



FINANCIAL POSITION AT END OF 1ST QUARTER

Budgeted Surplus \$7

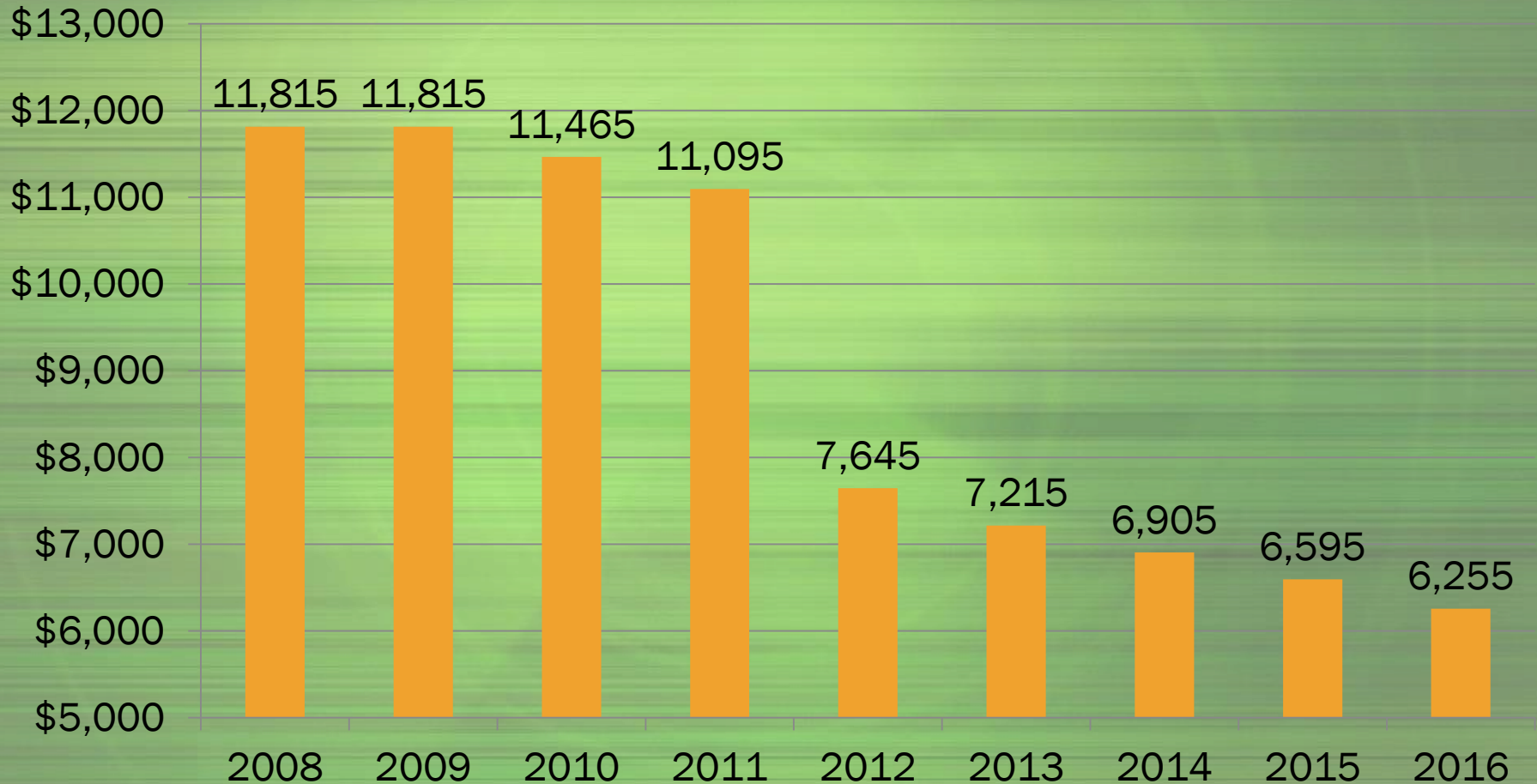
Above Budget Income 16

Below Budget Expenses 14

Actual Surplus \$37

A surplus of \$30k is forecasted for this fiscal year.

BOND DEBT OUTSTANDING



*Balances are as of December 31st of each year.

**Payment of \$365,000 will be made in Dec. 2017

AUDITED FINANCIALS

- ◆ Financials are audited by Purk & Associates, P.C.
- ◆ Must conform with GAAP
- ◆ We received an Unqualified Opinion
 - ◆ Financials are presented fairly with no errors or misstatements

ADDITIONAL INFORMATION AND Q & A

- ✦ Check out our website for more information
 - ✦ Board Reports including Financials Statements
 - ✦ Audit Report
 - ✦ Congregational Meeting Slides
- ✦ www.stjstl.net
 - ✦ About
 - ✦ Church Business

Dion Garrett, Senior Pastor

NEXT PROGRESS UPDATE

PHASE ONE: SANCTUARY PROCESS

- ◆ January 2016 – Congregational Survey
- ◆ July 2016 – Community Research
- ◆ October 2016 – Initial NEXT Plans
 - ◆ Note: Sanctuary was originally Phase 3
- ◆ April 2017 – Listening Groups
- ◆ June-July 2017 – Designs Finalized (letters, videos, and FAQs)
- ◆ August 2017 – Demolition & Reconstruction

PHASE ONE: SANCTUARY – WHY?

- ◆ Stewarding our aging spaces and infrastructure.
- ◆ Bringing coherence to a confusing, evolving space.
- ◆ Providing better *first impressions* for our guests.
- ◆ Showing honor for God's house.

PHASE ONE: SANCTUARY HIGHLIGHTS

- ◆ Total budget \$445,000
 - ◆ Sound system \$180k – Money well spent!
 - ◆ East & west stained glass window blinds \$35k.
 - ◆ Platform, east wall, screen-wall, and carpet \$230k.
- ◆ Completion scheduled mid November.
- ◆ Projected to wrap up *on budget* and *paid in full!*

The Commons & Nursery Spaces

NEXT: CAMPUS IMPROVEMENTS PHASE 2

PHASE TWO: COMMONS – *WHY?*

- ✦ Providing a new, inviting “front door.”
- ✦ Creating spaces & amenities for people to gather.
- ✦ Increasing wayfinding and easier navigation for newcomers to key areas.
- ✦ Stepping up to the high standards of Biblical hospitality.

PHASE TWO: NURSERY – *WHY?*

- ✦ Increasing visibility of Children's Ministry.
- ✦ Communicating our high value for kids and families.
- ✦ Creating a stronger sense of intuitive wayfinding and a “sense of arrival.”
- ✦ Increasing security for our most vulnerable.

PHASE TWO: COMMONS & NURSERY PROCESS

- ✦ January 2016 – Congregational Survey
- ✦ July 2016 – Community Research
- ✦ Summer 2017 – Staff and Primary User Input
- ✦ October 2017 – Listening Groups
- ✦ Now – Design Phase
- ✦ *February 2018 ?* – Construction Begins
- ✦ *August 2018 ?* – Completion!

PHASE TWO: COMMONS & NURSERY BUDGET

- ✦ Currently \$885k for both areas (designs and final costs not yet completed).
- ✦ We need to do this phase right and all at once.
- ✦ We will not go into debt!
- ✦ We want to complete before the start of Fall 2018 Ministry Season.
- ✦ We have a unique opportunity to both “Take Our Campus to the Next Level” and “Mobilize the Next Generation of World Changers.”

MISSION 24/7 – A UNIQUE OPPORTUNITY

- ✦ A three-year funding campaign from 2007-2009 that raised \$3,025,912.
- ✦ *Purpose: “To expand our ministry to the next generation!”**
- ✦ *“Funds received may only be used for three purposes:*
 - ✦ *The reduction of debt*
 - ✦ *Future capital expansion of our ministry*
 - ✦ *Startup expense of capital expansion.”**

*Taken from original campaign material

MISSION 24/7 – SPENDING BREAKDOWN

- ◆ Total raised: \$3,025,912
 - ◆ Debt Reduction – \$2,209,633
 - ◆ Commons Remodel – \$47,118
 - ◆ Startup and Campaign Expenses – \$191,172
 - ◆ **Remaining Balance -- \$577,989**

- ◆ We believe it would be wise and strategic to use these remaining funds to further our NEXT vision!

MISSION 24/7 – OPPORTUNITY BENEFITS

- ◆ Do Phase Two once and do it right!
- ◆ Save money and time.
- ◆ Finish construction in a more favorable season.
- ◆ Do more while in this present season and maximize our efforts around our stated priorities.
- ◆ Best opportunity on the horizon to meaningfully use 24/7 funds for the purpose they were intended.

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*Taken from original campaign material

MISSION 24/7 – CALL FOR ACTION

- ✦ *“Who decides when money is used for any one of the above three categories?”*

*The voting assembly of the congregation will make the final decision.”**

*Taken from original campaign material

MISSION 24/7 – CALL FOR ACTION

- ✦ A motion that the remaining Mission 24/7 funds are released for costs associated with the renovation and improvement our existing Children's Ministry space.

REPUTATION & IDENTITY (BRANDING)

OUR REPUTATION

- ✦ **Initiator:** Hunches and anecdotal experiences.
- ✦ **November 2015:** Board taskforce on marketing-branding.
- ✦ **July 2016:** Community research.

OBJECTIVES

Focus groups were conducted to gain insight into how St. John Church is perceived and to identify opportunities/barriers among two audiences; Unchurched and Dechurched adults.

The research was designed to understand:

- **Brand Perceptions and Awareness** – how is STJ perceived vis-à-vis other churches in West County?
- **Motivations and Barriers** – how can STJ appeal to these audiences and what barriers need to be addressed?
- **STJ Brand Position and Messaging** – what specific messages about STJ are relevant and motivating?

METHOD

A total of 4 focus groups were conducted – two groups among those who have not attended church regularly in past 3 years (Dechurched) and two groups among those who have never attended church (Unchurched).

Within the behavioral segments, the groups were divided by age, with one group composed of Millennials (ages 21 – 34) and one group with Gen X and older adults (ages 35 – 54).

- All respondents lived within 5-10 miles of the church.
- All were at least slightly open to attending church (3+ on a 1-10 scale).
- Mix of males and females in the groups.
- Mix of marital status and presence of children in the household.
- Household income and ethnicity to reflect the market.

THE IDEAL CHURCH EXPERIENCE

Before seeing any statements, respondents were asked to imagine their ideal church experience. They envisioned:

Inclusive, welcoming and accepting
No judgment
Accepting of all / non-denominational
Feel connected to others in the church
Not too large, not a mega-church
Brings the community together
Committed to helping local community
Messages are personally relevant
Grounded in the Bible, yet meaningful for today
A balance of traditional and modern
Relaxed and casual, not stuffy or rigid
Programs to engage children and teens

POSITIVE REACTIONS TO STJ MESSAGING

Overall, reactions to the STJ statement were extremely positive. Many of the ideas conveyed were relevant and compelling to respondents – even surprising for some.

- Aligned with their own descriptions of the ideal experience.
- Positioned St. John as different from what they remembered or expected based on the name.
- Highlighted how attending STJ would benefit them personally and benefit the community.

“I think of churches like The Crossing or The Journey as being more progressive and accepting, so realizing there are others out there like this came as a surprise.”

“I would be more interested in attending St. John after reading this, because it makes it sound not as formal... I always thought Lutheran churches were really formal.”

ST. JOHN CHURCH EXTERIOR

Reactions to the church campus and exterior were mixed.

- Some thought the buildings looked new and modern, with a “*younger feel.*”
- Others thought the buildings looked like an office or medical building, “*big and unaccepting.*”
- The size of the campus suggested to some that it would be difficult to navigate and find where they wanted to go.

“I thought it was big and unaccepting. I wouldn’t feel comfortable walking in there because I wouldn’t know where I was going.”

“It doesn’t look like a church. It looks like an office building or a doctor’s office.”

AWARENESS OF ST. JOHN CHURCH

While some respondents were familiar with St. John Church, their associations were superficial or dated (remembering the “varied” services from 4-5 years ago).

Associations with STJ:

Looks large (size of buildings)

Family-oriented

Good school

Traffic on Manchester Road

“It looks like a big place that I’m going to have to roll up my sleeves and try to figure out where to go.”

“They have different services. They have the traditional service ... and then a service more like The Crossing in a different area, with a band.”

“Their sign used to say St. John’s Lutheran Church and it looks like they’ve taken the Lutheran out of it. Which is fine, maybe they’ve split... become more non-denominational.”

ST. JOHN NAME

Reactions to the St. John name were fairly consistent, ranging from neutral to negative.

- The name suggested a more traditional and formal church experience -- not the relaxed or casual environment that the messaging statement described.
- Some perceived that any church with “saint” in the name is a Catholic church

“Not having been raised Catholic, every saint is the same to me.”

“You automatically think it’s Catholic.”

“I would change the name. St. John sounds too old. It’s old school, too Christian. If you’re trying to be modern and more progressive, why go to such an old name?”

WHAT WE DISCOVERED

- ✦ Good News: We're the church many unchurched people in our community are looking for!
- ✦ Bad News: Our community doesn't know that we're here or understand who we are!
 - ✦ NOTE: This is a *labeling* problem, not a *theology* or *practice* problem.
- ✦ Our Goal: To help people “out there” better understand all God is doing “in here!”

BRAND PROCESS

- ◆ **November 2015:** Board taskforce on marketing-branding.
- ◆ **July 2016:** Community research.
- ◆ **September 2016:** Results to BOD & staff.
- ◆ **November 2016:** Results to our Elders.
- ◆ **November 2016-May 2017:** Prayer & wrestling.
- ◆ **May-June 2017:** Creation of the Brand Advisory Team (BAT).

Meet the Brand Team



Trish Alexandre



Stacie Brasseur



Allison Brune



Amy Calzada



Rick Fessler



Neal Weber



Brian Ollvio



Sharon Schaller



David Jameson



Annmarle Wallis



Ray Ward



Ashley Mendez



Karl Kamrud



Carol Wyatt



Adam Kurkiewlcz

**Not listed - Mindy Jeffries*

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- ✦ **May-June 2017:** Creation of the Brand Advisory Team (BAT).
- ✦ **Current:** Working on a Brand Platform.

WHAT IS A “BRAND PLATFORM?”

A BRAND'S NORTH STAR

The process of creating a Brand Platform based on research and insights provides an opportunity for an organization to reflect and align on what it will promise, why it should be believed and how it will tell its story for maximum impact.

BRAND PLATFORM

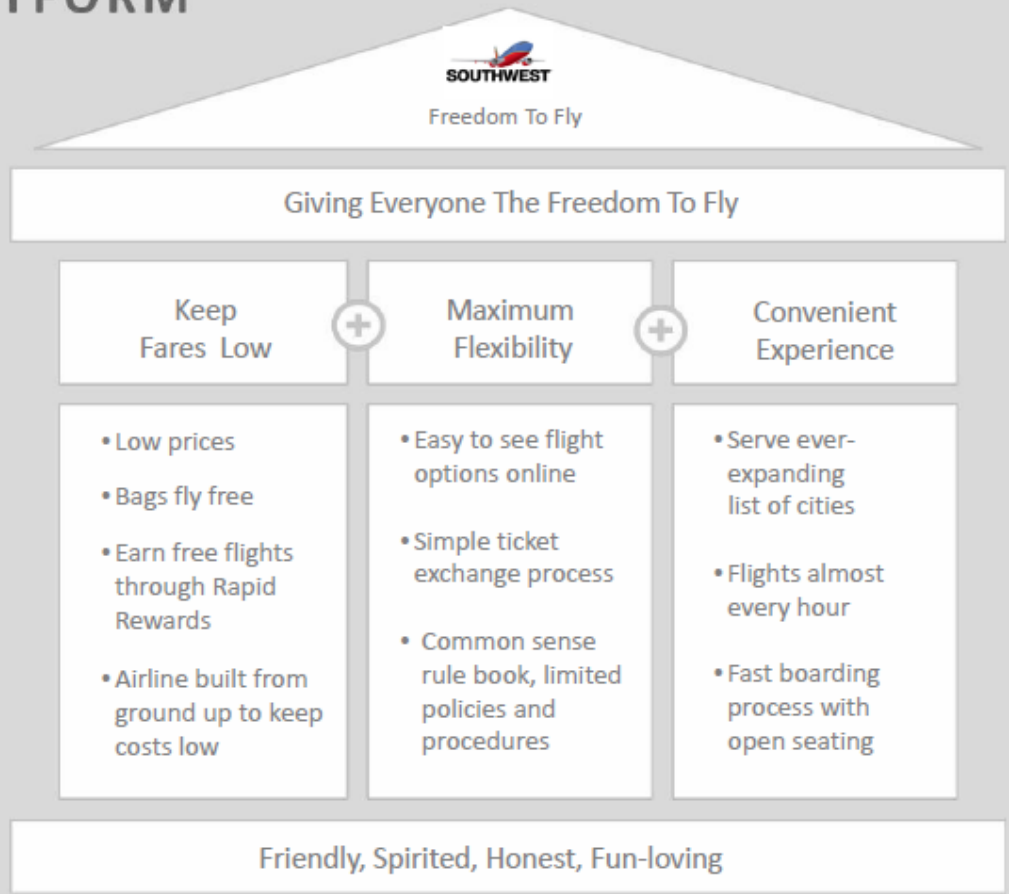
TAGLINE
Shorthand for the promise

PROMISE
Our unwavering commitment to our customers

PILLARS
How we deliver on the promise

CLARITY
Reasons to believe

PERSONALITY
The manner in which we deliver the pillars



WHAT IS A “BRAND PLATFORM?”

- ✦ A brand platform helps give words that describe the uniqueness of who we are and what God is doing *here*.
- ✦ *“A mist in the pulpit is a fog in the pew.”*

BRAND PROCESS - *FUTURE*

Be assured, we will:

- ✦ Share Brand Platform in town halls/listening meetings (targeted Jan 2018).
- ✦ Go slowly!
- ✦ Include the congregation's input and feedback as we move forward.
- ✦ Come back to the voters for any big decisions (i.e. name, tagline, logo).
- ✦ **Our Goal: To help people “out there” better understand all God is doing “in here!”**

QUESTIONS AND ANSWERS

Q&A / OTHER BUSINESS

Joe Luberda

Board of Directors President

CLOSING PRAYER

Dion Garrett

Senior Pastor