

Pastoral Council Meeting Agenda

Date: March 17th, 2016

Time: 7:36 pm

Location: Parish Library C 103

Attending: Father Pat, Kurt Dieterle, Helen Cascio, Fran Smith, Jerry Wilkowski, Walter Gawlak, Alexandra Cribbin, Bill Inch, Maria Maldonado, Bill McCarthy, Ana Maria Aldana, Darcie Girmus, Tim O'Connor, Eduardo Sevilla

Guest: Tom Moran

Opening prayer: Kurt Dieterle

Formation: Jerry Wilkowski

Finance: Jerry Wilkowski

- **Finance Committee**
 - **At the start, the Capital Improvement funds are very low. Some of the excess money from the debt reduction was to be rededicated to this purpose, but the individual donors had to be contacted in order to transfer the monies to new account. This increased the overall fund.**
 - **The windfall of paying off the debt is not be as big as many think for the following reasons:**
 - **The building is getting old, so funds need to be acquired in anticipation of necessary repairs (for example: the boilers, carpets, roof, parking lot).**
 - **The Diocese strongly suggests that parishes have six months income in bank to cover emergencies.**
 - **The Finance Council will be updating information within the month and the budget in mid-May.**
 - **Is there a possibility of using direct debit slips for the Capital Improvements program, similar to those used in the debt reduction?**
 - **These might be placed in the front of the next envelope mailing?**

- **The Finance Council already has a plan in operation; therefore this will be considered as a back up plan.**
- **Mass attendance**
 - **There is some decrease in the overall attendance from 2012 to 2015.**
 - **The Christmas bump in attendance was separated from the above numbers.**

Minutes: Review of February minutes: Delayed.

School Update: Darcie Girmus

- **Colonial Day today (March 17th)**
- **Mass with Dads tomorrow (March 18th)**
- **In order to facilitate the sacrament better, Confession will change to grades being scheduled by the day.**
- **Terra Nova week is coming up in April**
- **Mass with Moms is scheduled for May**
- **Grandparents day will be coming up**
- **State's fair competition is coming up**
- **Mass with 1st Communicants is on the schedule**
- **Bishop Loverde will be celebrating the Blue Ribbon Award mass on May 9th, (Monday). This Mass is a school Mass, so the students will be in the center of the church, but all others are welcome to attend.**
- **World Civilization Day is upcoming**
- **Two retirements at the end of the academic year.**
- **Enrollment is at 390, which is great. It is presently at 409 with 48 graduates. The plan is to have two sections for all grades. However, the Kindergarten and 3rd grade are smaller than the other sections.**

PTPO Update: Darcie Girmus for Jennifer Trax

- **Lion Laps**
 - **Raised \$27K.**
 - **Online registration removed paperwork from the process, especially with the money collections**
 - **Funds will be used to address the Teachers wish list**

- On Wednesday, April 13th at 8am, Kelly Dorfman will be presenting “The ABCs of Nutrition and Education”

Evangelization Talk by Mr. Tom Moran @ 8pm

- Experience in Capital campaigns and fund raising campaigns
- Question on Active families vs. Registered families
- Established an evangelization program to get Catholics back to Church, not the usual getting non-Catholics to Mass.
- Proposal
 - The fee is \$7,000 to cover expenses. The firm will format all the material and provide the stamping and mailings (does not include the stamps and paper – that is the additional \$4,500 cost).
 - We to reflect our personality can modify all material.
 - The expenses are \$1.80 per family on the existing registered family list. With an estimated 2500 families, this means the expenses portion of the bill will an additional \$4,500.
- Step by Step Effort
 - Calendar
 - Encourage return to mass
 - Extending an invitation
 - ID specific date and time for the target Mass
 - The campaign will begin a month before the target Mass
 - 1st Mailing: to active families (based on their giving record)
 - Inform them of what is going on, keeping them in the loop on what is happening. This involves everyone in the process.
 - Clearly states this is NOT asking for money
 - Personalized letters, not blanket “Dear Parishioner”
 - Stamped envelopes, not bulk rate. Recipients tend to open envelopes that are stamped and also tend to toss, unopened, bulk rate mailings in the trash.
 - 2nd Mailing: to all families in the parish
 - Invite to all parishioners who are registered with the parish.
 - Informs them of the target mass and includes a social activity afterwards
 - Geared to those not attending

- It will have the same personalized greeting and stamped style of the first mailing.
 - 3rd Mailing: Postcard
 - It can be tacked on board or put on refrigerator
 - Contains pertinent Information for the parish
 - It is immediately recognized and does not require opening.
 - This is the key in other evangelizations
 - Mass Itself
 - This is our responsibility; the mailings will get people into the door.
 - The Homily should be of welcoming, not lecturing
 - A strong music presence is recommended.
 - Fellowship afterwards
 - Follow Up Newsletter (right after the mass: T or W at latest)
 - Again, this is our piece
 - Lenten schedule (if applicable)
 - If you came, great to see you
 - If you did not come, please come next week
- Timing question
 - Discourage summer mailings
 - Fall is good
- Target audience
 - St Elizabeth Ann Seton – if they left because they were unhappy with the parish, they moved to another parish. They are not the target audience. This is appealing to those who left the church and did not go elsewhere.
 - Retention: the Maryland parishes had a sense of renewal up to a year later. Regular parishioners also have an increase in addition to newcomers.
 - This is not designed as a fund raising exercise, but if attendance and participation in the mass is increased, contributions are likely to increase.
 - The next step possibility:
 - Mailing to those within certain boundaries.
 - Target those who were children but never joined a parish. The problems with this strategy are that this is not the focus of this program. Mass mailings were previously used with

the Maneline, but this process was stopped due to complaints from some of those receiving the unsolicited mailing.

- **Database status:** Of the 2700 copies of the Maneline sent out, only 4 were returned due to moves. The bulk mail address list is updated by the Post Office every ninety days to keep it current.
- **If we chose to implement the plan, we would improve the artwork and the verbiage.**
- **Is it possible to turn the post card into a refrigerator magnet?**
- **Staff concerns**
 - **Cost**
 - **Can we do this ourselves? Yes, but by hiring an outside source avoids overworking the staff.**
 - **The target Mass should aim for Fall, as a rush for the spring would not allow for proper inputs**
 - **The colors of the materials are not appealing**
 - **Intriguing to try**
- **Other options**
 - **Bring your neighbor to Mass day**
 - **Recapturing of those parishioners who only attend Mass twice a year**
 - **Refrigerator magnet handouts?**
- **Comments in emails to Tim O'Connor (and CC others)**

Commission Reports: (Major Highlights/Items)

- **Community Service: Helen Cascio**
 - **Positive about multiple choices this year (Lenten Cross, shoes and socks in addition to rice bowls)**
 - **Rainbows: Comfort Zone Camp (Grief counseling) to train here on April 9th**
 - **Hypothermia Shelter: helping St John Neumann during the blizzard. Some of the volunteers got stuck due to the snow. Thanksgiving Clothing Drive provided clothing**
 - **Gift of Peace: 48 chicken dinners prepared.**
- **Religious Education: Walter Gawlak**
 - **New spirit teams as kids respond to doing, not just talking**
 - **Last class on May 1st.**

- Confirmation is May 6th. This group has twice as many girls as boys.
- Adult formation: 10 baptisms
- Candidates are taking missions (Lamb Center, shadow teachers, Sunday sustenance) in addition to the norm.
- Comparative Religions for five weeks
- Community Growth:
 - 120 at movie night
 - Movie night for adults is April 15th (6:30 Wine & Cheese; 7:00 Movie)
- Worship: Jerry Wilkowski for Bill Inch
 - On track
- Youth: Alexandra Cribbin
 - Confirmation retreats are wonderful, with 2nd girls retreat this weekend

Old Business:

- Coffee after masses: cancelled due to lack of supervision/cleaning coverage
- RCIA candidates
 - To help the congregation pray for the candidates, slips of paper with their names are being taken from the table.

Next Events:

- April 17th Newcomers luncheon;
 - Jessica Oskvarek taking over the Newcomers Committee
- Appreciation Dinner
- Adult Movie Night (see Community Growth)

New Business:

- Suggestion box possibility: general consensus from survey around parishes. Saint John Neumann has one but only receives two suggestions a month. Previous experience shows that suggestions are mostly negative or cause problems when not enacted. Direct contact with a member of the pastoral council is a better means of communication.

Eyes and Ears:

- **We are using too many trees using the bulletin. Is it possible to replace these with an electronic message board? Problems with speed and non-transferability. All unused or returned bulletins (and the song sheets) are recycled.**
- **Styrofoam cups: can we change these for environmental/health reasons? The alternative may cost a little more money, but will be better in the long run and in the big picture.**

Closing prayer: Fr. Pat

Meeting closed: 9:17

Next Meeting: April 14th, 2016
