

NACBA, Alamo Chapter
Minutes of Meeting: September 8, 2011 at 11:30 a.m.
University UMC, San Antonio, TX

Officers Attending: Dave Thomas, President; Darla Nelson, Vice President; and Butch Gerfers, Treasurer.

Members Attending: Bill Edwards, Norm Hils, Kay Marshall, and Debbie Vignes.

Others Attending: Rev. Michael Reeves (University UMC); Becky Kirbo (Coker UMC); Carolyn Tuley (First Presbyterian); and Allen Young (Message of Love).

President Dave welcomed all to the meeting and opened with a prayer after a sharing of joys and concerns.

Reports/Action Items:

1. Minutes of the August 18, 2011 Chapter Meeting were presented and approved.
2. Butch Gerfers provided the August Treasurer's report. Receipts were \$100.00 member dues. Expenditure: \$45.00 for website. August ending balance \$1,928.77 plus \$5.00 in the business shares account. (Total: \$1,933.77).
3. President Dave discussed the meeting schedule and asked members to sign up to host a future meeting. Butch Gerfers suggested Morningside Ministries as a possible meeting location in January. Dave Thomas will invite Patti Malott for a Personnel/HR presentation in February or March. Norm Hils offered to host a meeting in New Braunfels.

Program: The Rev. Michael Reeves provided a presentation on Financial Communication in Church:

- Some members want more detail, not a summary. The detail they usually want is the clergy salaries! When provided with an 8-page income statement, they are overwhelmed and realize a summary will suffice!
- Finance Committee should pay attention to the expense details vs. budget. Stewardship Committee should focus on revenue detail vs. pledges. Stewardship education must be on-going throughout the year, not just pledge (or budget) Sunday.
- How to best communicate? What, to whom, why, frequency, for what response? Do we seek a behavior change in giving? Tell your story and you'll get a return on their investment.
- Don't compare month to month. Holy Days and 5-Sunday months can skew results. Use a quarter to quarter comparison.

Rev. Reeves handed out and discussed four samples of "Heart Matters" which are quarterly glossy publications in a story format. Each page focuses education material or different areas of ministry: outreach, in-reach, deep reach, up reach, operational support, and mortgage service.

Next Meeting: October 20, 11:30 hosted by Chris DiSabato at Alamo Heights UMC. Program will be in recognize and be in support of National Church Administration Day.

Respectfully submitted,

David Thomas,
President