

Vestry Meeting Minutes
August 17, 2023
6:00 p.m.
St John's Cathedral
Zoom

Call to Order- 6 pm

Opening Devotion- Donna Walker Bell opened with a prayer for the vestry from the Diocese of Kansas.

Members Present: John Bass, Donna Walker Bell, Chris Collinsworth, Barbara Fiser, Lloyd Lewis, Teresa Lind, Meg Sacks, John Sefton

Members Absent- Glenn Guiler, Paige Hakimian, Will Ketchum, Patrick Kimball, Lisa McKenna

Others Present- Steve Busey

Clergy and Staff Present- Dean Kate Moorehead Carroll, Rev. Mark Anderson, Megan Cochran, Nancy Purcell

Quorum- yes

Moment of Gratitude- Kate thanked everyone for pivoting to a zoom meeting.

Approval of Minutes- After review of the July 2023 minutes, Chris Collinsworth moved to approve the minutes as presented and Donna Walker Bell seconded. The minutes were approved by all members.

Financial Report

- **Guideserve update-** The Rev. Mark Anderson updated the Vestry on the Balance Sheet provided by GuideServe. More details will be available as they continue to back fill data.
- **Audit Updates-** We are on track to complete 2020 review and then will begin the 2021 audit.
- **Plummer Endowment-** The finance committee has not yet recommended the extent to which the endowment will be restricted.

Strategic Plan-

- Dean Kate has met with some individuals to discern how we can reach out to disenfranchised people.
- Do we want to grow the Cathedral School?
- Cathedral as Mother Church: Urban Trinity with St. Mary's and St. Philips- we will continue to work together and expand the work we do together.
- Clergy are taking part in Sacred Ground. Vestry members who have participated gave testimonials about their experiences with the program.
- Book Release of Spires in the Sun in cooperation with the Jacksonville Historical Society and the Diocese of Florida. We are looking to be a unifying presence in the diocese.

Communications Audit Report – Nancy Purcell explained we are larger virtually than we are in person. The vast majority of newcomers find us because someone told them about us. Nancy is outsourcing more to take advantage of the specialized skills of professionals in communications. Current Communication Channels. YouTube analytics provides demographics for age and gender. More than 3k subscribers with 5,800 views every week. Many viewers are people who do not attend in person and live all over the world. We have developed intentional pathways to membership to draw in people who encounter us online, through social media or through non worship events we host. Members brainstormed ways to better engage online newcomers to capture their contact info. Push notifications would be helpful for newcomers who download the app, offer to send a gift. Kate's morning devotion

brings more viewers than worship services and Nancy would like to discern better ways to engage them. We need to expand our presence on Instagram and possibly then TikTok. We need a digital marketing consultant to make recommendations about possible investments in ads and branding. We are attempting to create a culture of evangelism to make it easy for parishioners to get excited and invite friends to our offerings. Simple tweaks to the website will include visitor or welcome tabs to provide targeted information people may be searching for that would assist them in joining us. It is time for a website refresh with new pictures.

Council Reports

- **WMA-** Dean Kate reported there will be a Worship Training on Aug 26. It will be a very detailed instructed eucharist with small groups breaking out according to their worship team functions.
- **Pastoral Care-** John Bass reported there is one new Eucharistic Visitor after a training last week.
- **Parish Engagement-** Donna Walker Bell reported the next big event is Rally Day. The theme is *Fishing for People* and groups are getting their boards ready.
- **Development-** Meg Sacks reported that the pledge campaign is ready to go and stationary is printed.
- **Properties-** Lloyd Lewis reported the committee decided the carpet in Cummings Chapel needs to be removed. Paul Calewarts has identified an outdoor outlet at the Brown House that may need to be put on a switch so it can be turned off at night. We are still looking for one more sexton.
- **Formation-** Barbara Fiser reported on a new Centering Prayer group on zoom. Chris Collinsworth reported that there is a big push for adult volunteers for children and youth.

Senior Warden's Report- The UF JaxLabs lease has been signed.

SubDeans Report- The Cathedral School begins a new school year next week and there will be a blessing of the classrooms with the students and teachers. Our Parish Retreat is coming up. It will be great fun and very relaxing. Vestry Members are encouraged to register and to invite others to do the same. Beginning in September we will have a Jazz in the Gardens monthly event through November. At that point we will see if we want to continue the offering.

Deans Report- On Sept 13, 2023, three upper school grade levels from Episcopal School are joining us for a eucharist at the cathedral and a Jaguars representative will talk to the students about the Jaguars relationships in the city. Conversations in Community has inspired more podcasts. The Music Suite renovation should begin in the spring, paid for by the Dot West Fund. Weekly in-person attendance is up to the 300s now and giving is healthy. The Diocesan Convention will be at the end of September.

Closing Prayer

Adjournment- 7:04 pm