

UUFSD Board of Directors Meeting Minutes

Sunday, 9/8/24, 11:30 AM - 1:40 PM | Location: UUFSD Founders' Hall

Board Members Present:

Wenda Alvarez, President
Mary Anne Trause, Vice President
Andi MacLeod
Livia Walsh
Larry Jones
Pam Parker
Julia Darling
Sarah Miller, Treasurer, Non-voting member
John Drewe, Secretary, Non-voting member
Rev Ellie, Minister, Non-voting member

Board Member(s) Absent:

none

Guest(s) Present:

Jon Luft, Dream Builders Committee (via Zoom)

- Chalice Lighting Wenda Alvarez
- Board Covenant Sarah Miller

I. Consent Agenda: Action – Approved

board minutes from August 2024

II. Reports and Updates

A. Minister's Report

Rev. Ellie

Wednesday's set up as supervising days to go over needs and responsibilities of Heather and Tristan. Worship associates training scheduled. Palestine movie to be scheduled for October anniversary of the start of the board. Brought up the topic of renewal of Tristan's employment. Recommendation by Rev. Elie that will wait one month to decide on employment. Also, will decide whether the decrease in hours for the employment are to be reassessed.

B. DREF Report

None

C. Congregational Administrator's Report to the Minister

None

III. Discussion Agenda

A. Legislation compliance for harassment of employees

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Larry followed up. On state website had ideas for small organization involving posting and have minister or designated person inform employees of the procedures to involve mandated person. Harassment reports to be put personal file

Action item: Larry will write memo indicating what is required for compliance with legislation. Andi will support.

B. Administration building – concerns on the progress.

Dreambuilders recommended to let present contractor Chris move at their pace with no withhold of payments etc. Have history with this contractor, has always been late and contract is well below market rate. Missing site fencing and possible other safety issues was bought up. Now at 84% of budget paid while 60-70% completed. If cost overrun, then where will the money come from to pay. Presently open construction site bad for relationships with Sandy Hill and possibly RE parents. Want to know a schedule for finishing construction. Don't expect that will be done before end of October. What does Chris really need, more employees or more monies?

Resolution: Item brought up with board whether will pay more than present contract if item comes up. Yes vote already for safety monies approved. Board open to paying more money if necessary.

C. Phase 2 –

Dreambuilders recommends having present fixed design and wants to go out at this this for bids for the contract. Need general contractor for coastal development to approve the final process. Will include in contract safety measures to mitigate possible complaints from Sandy Hill. Explained by John that will have tight plans and specific stipulations in the contract. Question about the use of the parking lot. Contractor will go over what will be the disruption of the parking. Possible contractors, seven, sent out sneak peek on the contract.

Resolution: should the board approve the recommendation from dreambuilders to go ahead with bidding subject to conditions. Had consensus vote on the resolution by the present board members.

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D. Richard McDonald's use of facilities for Celtic music group

Use of facilities one night 7-9 pm. Opportunity for outreach and hope that they will be included in worship services. Brought up what is the expected fee. 100 dollars per hour is the present fee.

Resolution: Motion to approve Sue Grant's group to use facilities 7-9 pm one night per month. Consensus resolution approved.

IV. Extinguish Chalice/Close Meeting

Wenda Alvarez

Next meeting Sunday 10-13-24 at 11:30 am at Fellowship

Membership Ideas from Task Force

Rich Macdonald, 2024

1. Restart the "New to UU" classes (Betsy)
2. Help the Minister to meet and greet new visitors after the service. (Betsy)
3. Email the new visitor brochure to all archived Breeze people (4000+) (Rich)
4. Reactivate the mentor/sponsor/friend process for returning visitors. (Betsy & Rich)
5. Open invitation (visitors especially targeted) for a brown bag lunch. (Rich)
6. Postcard "Mailer" for distribution. (Alana Schuller & Ron DeMuth)
7. Email Blast of fellowship activities to GS recipients and partner organizations (Linda Luisi) (also use Instagram, see below)
8. Expand the reach of facebook via Boosting (paid posts) (Chris Byrnes)
9. Create an Instagram account to publicize our activities (Rich)
10. More In-reach (on campus) programs for community, like current Buddhist meditation, Game Night, ?? (Rich)

Other ideas on the back burner:

1. Add more announcements in the service about the "fun stuff" happening at the Fellowship.
2. Change the concept of Friend in Breeze to be the first step to membership.
3. Take attendance at service.
4. Take church to "where the people are".
5. Website optimization
6. NEW website dedicated to first-time visitors
7. Utilize Tic-Tok
8. Curbside Signage posted in the Vons shopping center

▼ Facebook for Membership Growth (FFMG)

▼ Project intent

- Encourage people to attend Sunday Service on a path to becoming members by increasing visibility of UUFSD in Facebook and eventually other social media.

▼ Project Overview

▼ Richard Macdonald and the Ad Hoc Task Force for Membership Growth

- ▼ Early in calendar 2024 Richard Macdonald brought together a number of UUFSD members to discuss ways to increase membership.
 - One proposal involved making more effective use of Facebook (and eventually other media platforms) to gain attention from audiences that might otherwise not have found us (or that did not know they needed us).

▼ Project Description

- Facebook has created tools to support its advertising clients. Those tools are available to anyone managing any Facebook page - such as the UUFSD Facebook page. As these are advertising related, the tools provide very little value for those of us using only the free facilities of the platform.
- FFMG is a project to determine the effectiveness of small expenditures in attracting new members to UUFSD. Phase 1 of the project assesses our ability to gain attention, as measured by Facebook as “Engagement” using expenditures between \$14 and \$25 per posting via the Facebook “Boost” function (described below).
- Phase 2 of the project will focus on Sunday Service attendees, counting the numbers of families that self identify as knowing about us through Facebook.

▼ Budget

- A budget line item for FY 2024/2025 of \$500 within the Communications Committee budget was requested and approved. Phase 1 is complete and spent \$130 of that budget.

▼ Facebook Baseline

- Facebook posts on the UUFSD Facebook page are normally distributed by Facebook to Facebook members who have subscribed to our page, as well as a few people that Facebook feels may be interested. To get broader distribution Facebook provides a Boost service for a variable fee. Each post can be “boosted” with parameters regarding target selection. For the purposes of Phase 1 I varied the budget but kept all other selection criteria constant. I used Facebook only, not Instagram, and selected by geography.
- Impressions measure the total number of times a post was placed in a user’s timeline or feed. The user may not have scanned through their timeline far enough to have seen our post.
- Reach is the count of people who actually viewed our post at least once.
- Engagement: Tracks actions such as likes, shares, clicks, and comments.

▼ Last 8 unboosted Facebook posts for UUFSD

- Impressions total 432, average 54
- Reach total 388, average 49
- Engagements total 22, average <3

▼ Phase 1 Report

▼ Phase 1 was started June 10, 2024 and completed on August 14, 2024

- Eight postings were boosted using budgets varying from \$14 to \$25
- Impressions total 5,967, average 746 per posting
- Reach total 3,733, average 467 per posting
- Engagements total 465, average 58 per posting
- Expenses total \$130. Average cost per engagement .60 (range .13 to \$2.33)

▼ Phase 1 findings

- The topic of the post is the most important element, not the budget
- Avoid Event postings and Click-through requirements
- Family activities are the strongest draw
- Phase 2 should use a constant per post budget of \$20

∞ phase 1		Report Period: Jan 1, 2024 - Aug 14, 2024				
Campaign name	Impressions	Reach	Engagement type	Engagements	Amount spent (USD)	Cost per result
Post: "Matthew Brensilver, Dharma Talk"	784	517	Post engagements	77	\$25.00	\$0.32
Post: "All Ages Art Club"	1312	943	Post engagements	159	\$20.00	\$0.13
Post: "Lots of great feedback on the Sunday service of..."	412	345	Post engagements	72	\$15.00	\$0.21
Post: "July 4th Cook"	359	279	Post engagements	47	\$14.00	\$0.30
Post: "Volunteer to Teach RE!"	377	287	Post engagements	37	\$14.00	\$0.38
Post: "UUFSD PALESTINE-ISRAEL JUSTICE GROUP"	1413	957	Link clicks	16	\$14.00	\$0.88
Post: "JULY 2024 EDITION OF THE "DIALOGUE" MAGAZINE..."	465	315	Post engagements	51	\$14.00	\$0.27
Event: Sharon Katz: Singer/Songwriter/Activist	845	511	Event responses	6	\$14.00	\$2.33
totals	5967	3733			\$130.00	

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▼ Phase 2 Description

- Phase 2 will run from September 1, 2024 through December.
- 8-10 postings will be chosen that appear to be attractive regarding Sunday Service attendance.
- 10 postings with budgets of \$20 each will spend \$200
- Sunday Service attendance flagged as Facebook related will be the success indicator