

# Central Ohio Emmaus Board Report

**April 11, 2017**

**Attendance:** Matt Stockton, Peg Markin, John Connolly, Cindy Butts, Mike Kelleher, Aaron Brown, Bonnie Rodenberger, Siiri McCollister, Ruth Ruskan, Kelli Fink, Mary Rodman, Dan Cripe, Kathy Reiff.

**Opening Prayer** given by Pastor Aaron.

**Secretary Report** shared by Bonnie Rodenberger. Minutes sent by email and no corrections given. In the future, Bonnie will attach a copy of the Treasurers Report for review before the meeting. Advised that a copy of the Covenant received by the Upper Room. This report approved by Mary Rodman and Siiri McCollister.

**Treasurers Report** given by Siiri McCollister. Beginning Balance was \$7079.74. Ending Balance for March, 2017 is \$8476.40. Noted that not all receipts available from Walk #122. Candlelight donation of \$388.00 down from the past offerings. Usually around \$500. This report approved by Ruth Ruskan and Kelli Fink.

Registrar's Report provided by Kelli Fink. There are no confirmations for the August Walk but there are 6 gentlemen with one new application and 5 carry over applications.

Under Old Business, we began by discussing Gathering Ideas. John advised Board that historically, the summer months of June, July and August are less attended. There are lots of other commitments for the summer months but if we have a special event in August and get the information out to the Community in enough time, there is a hope that the special event will be well attended like the past in this Community. John encouraged the Board to come together on a consensus for what's best for the Community. We are not all going to agree but need to try new things to spark more enthusiasm for the Community. Discussion took place about taking June and July off and there would be no other decisions about the future months. This will involve everyone having everything ready for the Men's Walk so sign ups can take place at the May Gathering (i.e. Prayer Vigil, Kitchen Help, etc.). The proposal is for the Worship and Social Committees to take the lead on organizing the August Event. John moved to have the Gathering in May, take June and July off and then have the special event in August. This was unanimously approved.

As part of thinking how to get the word out for Special Event, Matt suggested that we come up with a marketing plan for Emmaus Community. This will be discussed further under New Business.

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Additional Old Business had the Board discussing the Data Base Ideas. Mike K updated the Board by advising that our Church has Church Windows that generates reports that Emmaus could possibly tap into this system. No one ever seems to know who does the volunteering (Serving) and there are lots of people on the data base who are deceased. Mike proposes that he would donate computers that the Community would be able to access any time. There would be NO internet involved with this system. Discussion followed if Emmaus could have access to get the existing data base downloaded into the Church Windows System. Kelli will be meeting with EGreen next week (04/18/17) to explore what can and can't happen with the Church Windows System. EGreen administers Church Windows so Kelli needs to determine what can and can't happen. Kelli will report on this next meeting. Matt talked about the Data Base Link that is available for members of our Community to potentially get connected for Share Group Availability.

Under New Business, the Board needed to determine how to reimburse the Lighthouse Book Store for \$75 that has not been found after the weekend's book table and how to prevent shortages in the future. Discussion revolved around not bringing higher priced items to the Walk for sale. There were Bibles available that cost \$75. The Board thinks this may need to be eliminated in the future. In the future also, more specific guidelines need to be in place for the Board Representative regarding the Book Table Duties to prevent a deficit. Decision made to have Siiri write a check to the Book Store. If the money shows up, Emmaus will get reimbursed by Lighthouse.

When talking about how many Roosters get mailed (260) and emailed and how many people are actually staying connected with Central Ohio Emmaus Community, members of the Board think it might be great time to start thinking of marketing Emmaus. Social Media is such a valuable avenue to reach many members of the Community. Mike explained that Google will be changing their Google Search in the future. Google will be splitting into a mobile search and a desk top search. People are going to need both to tap into everything that may involve Emmaus. As a way to 'Love the Community' message, maybe it's time to start thinking about Facebook Ads. Discussion followed about getting Richwood Marketing involved to help our Community. Heather, owner of Richwood Marketing is a member of Emmaus Community. These ads allow for instant access to what may be taking place in our Community. Mary will reach out to Heather to see about meeting to develop a plan for target groups.

Next Men's Walk is August 10<sup>th</sup>-13<sup>th</sup> with Andy Zweizig as the Lay Director. 15 Minimum  
Respectfully submitted, Bonnie Rodenberger

