



Saint William  
CATHOLIC CHURCH

## Pastoral Council Meeting Minutes

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### November 5, 2011

The meeting began at 9:21

#### Opening Prayer

#### Minutes & Roll

Present: Duncan, Fr. Dean, Martina, George, Renee, Craig, Hector, Lucy, Armando, Cristobal, Andy, Donna, Ana-Christina.

Visitors: Tom Mandeville, Cheryl Stovall, Ellie Andrew

#### Pastor's Report

- Sound System - a piece of the replacement equipment was found defective. We are still working on the clarity of the system, however continual progress is being made.
- Fr. Dean expressed his gratitude to the leadership of the parish - both in staff and ministries. This will be reiterated tonight at the Spirit of St. William event.
- Many staff changes and challenges in maintaining longevity in the staff (especially in the facilities area). This is beginning to get better, however there are still some moving pieces. The ability for the PC and the staff to work together is important. We have great teams and how we work together is imperative to our success as a parish.
- Many events are happening this month and there is great activity at our parish. Our 5-year celebration and all of the events will surely bring a lot of people to our parish.
- Fr. Dean will be taking a week-long "working vacation" next week. It will be an opportunity to catch up on writing, reading, and organization.
- The office staff and Barbara Johnson have had several strategic planning sessions. Barbara has been helping to provide insight into working patterns, communication styles, and leadership opportunities.
- The new staff meeting structure (bi-weekly for staff meetings, alternating weeks for executive council - parish pastors and department heads) is working well.

#### Stewardship & Development Update - Ana-Christina

- Ana-Christina has been asked to bring organization and structure to our communication, events, and stewardship.
- Ana-Christina wishes to create an internal organization and educational structure with our staff and ministries. This value and message then spreads to the rest of the parish in an organized and synchronized manner.
- Ana-Christina works closely with Fr. Dean to help communicate the message and vision of the parish and keep a steady rhythm and voice.
- Fr. Dean commented that the more time given to our parish staff, the greater chance of success in our parish. We want to create great and professional communications and materials. More structure and planning will create greater quality and substance in communications and promotions.
- Great care and investment has been made to create policies and procedures around publications and communications. Style guides have been designed to ensure consistency in messaging, layout, and branding to increase the awareness of our parish events in the broader community.
- Everything that has the St. William name must be routed through the communications office (Ana-Christina).
- The Spirit of St. William event is all about thanking our ministry leadership for their participation and support of the parish and our community.

- Fr. Dean reiterated that while we want to have plenty of time to properly communicate and present an event, however there are times when opportunities present themselves on very short notice. These opportunities should not be discounted and instead entertained and discussed as they occur.

### **Old Business**

- T-shirt design: Cristobal presented two distinct design options for t-shirts as concepts to consider. He will work with Ana-Christina to ensure proper branding, styles, and execution. Tom Mandeville discussed the example of CRHP t-shirts with distinct logos and themes. Ana-Christina commented that these organizations could maintain their unique themes and use a standard "template" to ensure proper branding consistency, however offer a distinct result that creates a team or group theme.
- Mission Statement Sub-committee - Duncan presented the results of the sub-committee meetings. Two options for the mission statement were presented. The focus is on the personal journey towards a life with Christ, understanding that each person is at a different point in the journey, and our role as a parish in providing the resources, education, and leadership on this journey. Much discussion around key elements, phrasing, and wording ensued. Fr. Jonathan provided an example of merging the two together. The sub-committee will meet again to finalize the feedback and wording. The next steps are then to communicate the new mission statement to the ministries, ask the ministries which aspects of the mission statement they facilitate, and align the ministries together under the mission statement.
- Matthew Kelly Event Update - the tickets are now available for sale in the office and online. \$20 adult, \$10 youth (7-17). 1,700 tickets are currently available.

### **New Business**

- Room Schedule & Backup - Renee brought up the concern that there is a concern about the backup process for room scheduling and/or empowerment of the staff to make adjustments. Donna shared the history on the challenges with the scheduling process. Donna will update the staff to empower them to make decisions when necessary based on immediate availability of current facilities. Future scheduling will still be limited to the primary staff, however this should not prevent the office staff from making executive decisions based on challenges that arise.
- Replacing Badges - Hector discussed issuing updated badges for the pastoral council to be in line with the staff/ministry badges. This will provide greater alignment with the messaging, branding, and communication of the vision of St. William. Based on conversation around the branding, wording, and design, Ana-Christina will coordinate new badges for all ministries and staff.
- Comment/suggestion box for the office - A suggestion box will be created along with an email address on the website ([pastoralcouncil@saintwilliams.org](mailto:pastoralcouncil@saintwilliams.org)). The email address will go to Martina, Armando, and Renee. Donna will instruct the office staff to retrieve the suggestions submitted on paper and email them for follow-up.
- Update on the website meeting - A meeting was held with Cristobal, Ana-Christina, and Tom Bernhard. They discussed how each person contributed different skillsets and how they could work more closely together to accomplish their objectives. They discussed creating a short survey to identify key challenges, then update the site according, then repeat the process to identify the next core challenges. Fr. Dean expressed his desire to ensure that Ana-Christina is leading the communication and decision-making structure. Fr. Dean is grateful for the updates and direction and looking forward to the progress.

**Roundtable Discussion**

- Martina - meeting time to 9:30? - Fr. Dean would like to keep it at 9:15 to help prompt an earlier start-time.
- Craig - St. William Community - anyone who wishes to participate in the program, please contact Craig.
- Andy - Sound System Concerns - email any issues to Fr. Dean.
- Duncan - Concert Series - overheard the practice session and was very moved. Amazing program. Please spread the word.
- Fr. Dean - the concerts, speakers, and various events are incredible, non-threatening opportunities to bring people home to the Catholic Church.
- Martina - asked for feedback from the PC regarding greeting people before Mass. Those that have done it enjoyed the event. Encouraged more PC members to do so before and after Mass.

### **Closing Prayer**

The meeting concluded at 11:14.