

## **Cathedral Church of St. Paul**

*Chapter Meeting – October 24, 2023*

Attending: Jane Peyrouse, Derrick Muwina, Mónica Elias Orellana, John Lane, Jen Hopcroft, Betsy Munzer, Sean Carpenter, Megan Holding, Chris Capaldo, Anne Stetson, Rebecca Spangler, Katy Denning, Hall Kirkham, Stephan Griffin, Beth Grundy, Kate Bast, Louise Munding (guest), Jennifer McCracken (guest)

Regrets From: Nick Carter, Andrew Switter, Kevin Miller, Emily Garcia

### Agenda

Opening Reflection/Grounding (Jane)

Finance Update (Sean)

- Budget deficit remains. Finance Team is assisting with the creation of a three-year lookahead for the next round of budget preparation.
- Finance Committee will begin meeting more regularly.
- Hope is to rely less on the endowment beginning next year.
- Marketing Committee has been convening to discuss ways to better publicize the work that's happening at the Cathedral. Will help us shed more light on all that's going on – like the prayer vigil held by the Muslim community last Friday, at which Mayor Wu spoke.
- All outstanding grants are still pending.

Approval of September minutes (Jane)

- John moved to approve, Betsy seconded.
- Minutes approved unanimously. Jen abstained as she did not attend the September meeting.

Report on Bishop Nominating Process (Derrick)

- Listening sessions are complete. Thanks to Chapter members who attended.
- Working on the Diocesan profile at the moment. A survey has gone live, with Chapter members invited to participate (linked in chat, Matthew will send with follow-ups). Response has been very good so far.
- Plan is for the profile to be posted in early December, and we will begin taking names of candidates. Chapter members are invited to look at the profile and send to their networks.
- There will be a brief presentation at Convention by a subcommittee of the Nominating Committee.
- Questions can be sent to Derrick.

Operations Report (Matthew)

- 138 information technology: new copiers have been deployed, and moving towards decommissioning of the aging server in favor of cloud-based infrastructure.
- Development Director position: interviews are being held with some promising candidates.

- Development Committee is planning and sending invites for the Giving Tuesday Dinner event to thank Capital Campaign donors and Cathedral tenants. Invites will go out next week.
- MANNA is still hiring a Community Chaplain position. 30 hours per week over 3-4 days. Will also work on BACHome Council. Getting close to a hire.
- Facilities team has filled one of two open Sexton positions.

#### Breakout Small Groups – Marketing, Invitation, and Publicity Strategizing

- Hall's group: improving the pointers from the newsletter to the website. "Omnibus blasts" can be dizzying and hard to take in. Cathedral has numerous audiences it needs to cater to. Took the group awhile to find the recording of last Sunday's service.
- Katy's group: people often reference different segments of Nautilus News. Even if people aren't reading it all the time, having something sent consistently every week signals that the Cathedral is alive and healthy. If it's not there, people will go look for it.
- Kate's group: might be a certain generation that is taking screen-shots of Nautilus News segments instead of clicking through – so the click-through data might not be a perfect indicator of engagement. But we could be making things more graphically friendly. Definitely important to easily cross-link from the Cathedral website. Is there a link on the Diocesan website as well?
  - Include voices from outside the usual Cathedral audiences.
  - Appreciation for Amy's weekly notes. Could continue to have alternate writers every so often.
- Stephan's group: verify the intention and target audience for each publication. Nautilus News and Facebook don't necessarily have the same viewers. Newsletter should have highest-priority content at the top, and should reference the website.
  - Posts on Instagram and Facebook are usually the same because it's easy to link them, but they shouldn't be. Posts don't always translate naturally between the two platforms.
  - Instagram posts shouldn't be text-heavy. Images of people work better than posters/flyers (Megan agreed, people want to see themselves in action).
  - Mónica: AI can help – especially when staff are spread so thin. Location of the Cathedral is advantageous for good engagement with social media content. Events are easy to publicize.
- Anne's group: having a social media-adept Development Director would be extremely helpful. Grounding content in stories.
- Jen: the intent behind our communications matters. May make sense not to have social media be the exclusive domain of the Development Director because not all of our communications have a development bent.

#### Next Meeting

- November's meeting will be shorter than usual to allow prep time for the Giving Tuesday Dinner on the same evening. Please let Matthew know if you cannot attend.