

Church Council Meeting Minutes
April 3, 2019

The following people were present:

Bruce Boelter	Gavin McKelvey
Laura Broseghini	Kim Skattum
Chip Case	Steve Snow
Loretta Dudley	Alex Stadler
Angie Duran	Ron Veatch
Michele Gerbrandt (remote)	

Absent:

Matt Manning	Ramsee Gosney
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Visitors:

Tim Griesbach	Terry Ketelsen
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Gavin opened the meeting with prayer.

Tim shared the vision document for Crossroads Online as follows:

Crossroads Online- A Virtual Church Experience

A real time and connected online service happening several times a week

- Sermon focused content
- Experiences led by a host
- High level of engagement through interaction points
- Real time connection to prayer team members
- Clear avenue for further connection

Who are we trying to reach?

Target Group

- People searching for God who are currently unchurched
- People who cannot attend weekend services
- People who struggle to navigate the "real" world

Their reality

- Spiritually interested
- Unable to attend church on weekends
- In need of human connection
- Comfortable navigating a digital world

Who is not the target?

- Out of towners

- Current Crossroads people
- Other churches' people

How do we reach them?

- By meeting them where they are. We will identify the best times to engage the target group outside of the weekend.
- By mobilizing our people. Every weekend we have hundreds of people who go out to lunch after services. We will resource and mobilize Crossroads attendees with tools to invite those who work the weekends into this experience.
- By creating a guest portal. We will create a specific landing page for our target group, designed to meet them where they are and answer the questions they are asking. Simplicity is the key.

Things to figure out:

- Who will host the real time events throughout the week?
- How can we use social media to connect with the target group throughout the week?
- What time slots are ideal for these experiences?
- What tech will be needed to facilitate these hosted experiences?
- What is the connections process for those attending Crossroads Online?

Ron asked why success looks like. Tim said success will be exposure to valuable content.

How will success be measurable? The measure of success will be increased small groups, baptisms, attendance, giving, and engagement.

Tim said that this would involve switching to the Living One Platform.

Steve Snow gave an update on the Thornton land. Steve has had issues with Unisom from the beginning because Unisom would mean Crossroads could lose ownership and/or control over the land. Steve has talked to people in Adams County and local HUD. There is HOME money available that is intended for gap funding. Up to one million dollars is available and we may get the largest portion of this because there are no other large projects like this in Thornton. The State also has HOME money. Steve said this is almost like free money!! Steve has a list of four people who will move forward with this project and keep us as the land owners. We still need the congregation vote before we can go forward with the funding and zoning change. We need to decide whether or not

to move on this within 90 days. The goal is to have Church Council vote on this at the June meeting. Steve will have more information for us at the next meeting.

Chip distributed the 2019-2020 budget with the comparisons to the 2018-2019 budget. See attachment for specifics. The bottom line is the the current budget is \$302,198.00 less the the previous year. The current budget is based on money actually coming in rather than what has been received over the past several years. This is more realistic because giving has decreased.

Steve closed the meeting with prayer.