

Members Present: Barrett Owens, Steve Howard, Jim Genrich, JD McRae, Tonya Vining, Rusty Nickols, Mary Beth Hardesty Crouch, (requested changes to minutes 3/8/10)

Meeting opened with prayer by Rusty Nickols at approximately 7:00 pm

Historical review of Creekwood SPC by Barrett Owens

- Creekwood Strategic Plan from 2004
- "Executive insight" from Mckinsey.com 2005
- Strategic Planning – Wikipedia 2004
- (above notes from TV)

Prior meeting assignments for Ministries evaluations - gather information from leadership/staff over each area, reports as follows:

Missions Ministry report by Jim Genrich

- 29 missions – 2 youth, 2 fundraisers, 10 low effort, 15 major
- \$5,700.00 budget
- Jana's time is dedicated 75% missions & 25% other duties
- 12 major supporters
- Need for ed. Of "Mission Board"
- How relate to churches our size?
- (above notes from TV)

Children's Ministry report by Barrett Owens

- Kathy Garrison now serving as interim director of ministry, (very capable leader)
- Kathy's experience has brought action items to group
- There is a wide attendance "gap" between members and those who are active. JG asked about possibility of tracking members not in attendance and MB stated that this is track able
- Trustees are now working on making the Children's Center more user friendly, to ensure that people are comfortable with leaving children there
- Pre-school age children has weak attendance
- Volunteer activity is falling short, (same 4 – 5 volunteers)
- BO is researching attendance numbers of members vs. non-members
- MB stated that Church Council has the Children's Ministry as one of their priorities this year

Small Groups report by Tonya Vining – handout provided – some points included as follows:

- Currently 20 Small groups, 414 people enrolled, average attendance is 335, (note that there are people involved in more than one group; therefore these numbers may include some that are counted 2 – 3 times). Attendance / Average # per group provided in handout
- What's working? – Groups are consistent and welcoming; Many involved in small group prior to joining Creekwood; People that have never attended a Bible Study are joining one.
- What's not working? – Men's Ministry and Men's Groups need to be somehow connected; We have active members of groups who still leave the church
- Where should it go? – Goal is to increase number of Small Groups, but need to increase the number of active bodies attending worship; Need to continue "Big Event" growing

- opportunities and offer ways to connect with small groups at these events; Create climate of people feeling so great about opportunities at the church and small groups that they belong to, that they invite others to be a part.
- Other inviting opportunities – VBS, Summer Women’s Study, Athletics, Mission Opportunities, Events like the Consignment Sale, Hosting Lovejoy PTA

Worship Ministry report by Steve Howard – handout provided – some points included as follows:

- Membership from 2003 through 2009 has increased 17%, while average monthly attendance increase is 5%
- Membership for 2010 through 2012 is projected to increase 12%, with average attendance increase to 10%
- Overall thought is that the mission of the Church is priority with Worship designed to support the mission
- Concern that mission is not well defined, so Worship may lack in clarity
 - Original mission was to draw from untapped market of area, not borrow from other Churches market share
 - Worship currently has traditional format with contemporary elements
 - > Contemporary elements too much for traditionalists and vice versa?
 - > Overall service not too compelling?
 - > Message has become diluted?
 - > Perhaps the uncertainty is just an 8 year itch?
 - Strong desire by all to connect, inspire, and have those in worship on fire and ready to take on the world
- Alternative types of Worship at different times
 - Unwanted division can occur if we start offering a traditional service separate From a contemporary one
 - Traditional service format would take an enormous amount of resources. No real Desire to have as an offering from current Worship team
 - Thoughts toward a Friday evening Worship revolve around a totally different type of Worship experience that would be designed to capture the untapped market
 - Possibility of a special music service quarterly or semi-annually
- Facilities
 - For best overall impact the Worship team would like to incorporate all participants’ senses
 - High levels of ambient lighting make scene creation difficult
 - Current lighting and lighting system doesn’t allow full control of overall lighting, would like ability to add color and control ambient light
 - Some physical disconnect between worshippers and altar platform (people in service not engaging)
 - Perceived distraction of window wall behind altar
- Intentionality of Worship planning
 - Worship team intensively plans each week’s service
 - There is strong desire to understand how the Worship is connecting with worshippers and to tweak the experience for best overall results
 - There is concern about our flat and declining worship attendance in that it might signal a disconnect with worshippers
 - Worship team wants to understand what is going on to address any issues for the betterment of our worship experience
- **SH** stated that **50%** of the population in our area is not connected to any Church.
- Open discussion with SPC group that include questions/comments: 1). Why is attendance flat? 2). 3). Are we connecting or not? 4). How are we doing? 5). There seems to be reluctance for change. 6). There is need for finding out ways to engage. **JG**

suggests that a survey be conducted and discussions of what type survey discussed by all, with no action planned at this time.

Student Ministries

- No report for this meeting. **BO to perform follow up**

Meetings closing comments/questions

- **BO** - Recommends to continue alternative format and look into a prayer service
- **BO** - Commented that a prioritization needs to be placed on attendance and Children/Students
- **MB** - Church Council will help in determining what we do next
- **BO** - Question to group - What have we become that we were not in 2004?
Answers from group included: 1). Stronger opportunities for family 2). Bigger, larger 3). More settled 4). Less focused 5). Less committed 6). More experienced/planned 7). Broader world connection
- **BO to draft word document to begin new 2010 Strategic Plan using the 2004 Strategic Plan**
- Meeting adjourned at approximately 8:45 pm with closing prayer by MB

Next Meeting: 03/08/2010 at 7:00 pm at Creekwood classroom area

(meeting minutes – JD McRae)