

DATE: September 30, 10:00am - 12:00pm

Present: Chris Meade, Cooper Anderson, Jared Boltman, Jen Tompkins, Jim Smith, John Jaskilka, Katrina Kennedy, Robert Beckley

Absent: Scott Nelson

AGENDA / MINUTES

- Prayer
- Louie Schmitz came to share about Trunk or Treat
 - What has been the goal?
 - Create a safe space for people to come and have fun
 - What has been missing?
 - Follow up
 - Any gospel-centric message
 - This year we want to flip it. We don't want it to be just an event. We want people to come and make connections.
 - The picture of what they want it to look like:
 - Everything that is done points people to belonging - have specific people at outreach trunk making connections and conversations a priority
 - Change how we do greeting, welcoming, traffic flow, communication
 - Follow up
 - Direct towards church the next day
 - Direct towards Christmas lights
 - Needs: more greeters, more people at info, pair of older and younger roaming and having intentional conversations
 - Logistics:
 - Saturday, October 31
 - 28 cars with 2 spaces in between each
 - Trunk hosts with masks and gloves
 - Snake pattern with welcome / info / follow up tents spread throughout, people have 5 different entry points
 - Louie then asked for feedback from the team. Feedback? Questions? What do we think?
 - It's hard to have intentional conversations while parents are trying to wrangle kids
 - Direct towards watching online in an easy ask
 - What are the topics we would encourage people to have conversations
 - How are we gathering people's information for the follow up?
 - We have to be careful that we don't make new people feel targeted or singled out for conversations in a negative way
 - The optics of this are important to consider
- Requirements for Covid (Chris)
 - Chris was shocked to see people not wearing masks on Sunday. Chris visited the Nissen's community group and there were concerns raised about the optics of our church and the inconsistencies of our people following guidelines.
 - Debi Nissen had an idea of bringing back a Thursday night Round Table discussion about this issue
 - We don't want to put the greeters and ushers in the position of being the police of the church

- Question being posed: How are we and should we go about talking to people about it?
- The team's thoughts
 - We have yet to see someone enter without a mask
 - We see people treating it like a restaurant - come in with a mask, get to your seat, take your mask off
 - We are appreciative of Chris bringing it up, definitely a conversation that needs to happen
 - We feel like we have been doing a good job leading by example
 - The question becomes how do we police this
 - Directly address it from the stage "We need you to wear your mask through the entire service and stay home if you don't want to"
 - It has confusing and feels like we are making exceptions pockets, we need to clarify expectations - band, office, etc
 - We are fighting an uphill battle because we are talking to people where some of which believe it's all a hoax
- John shared that Bob Trump has communicated that they cannot cite or enforce. John's thought is that we have been modeling what law enforcement is enforcing.
- Ideas
 - Preemptive conversation / video released to our church
 - Send a text of a video to the people who are registered
 - Clear reminder at the door
 - Clear reminder from the stage
- Closing thought: We need to all be on the same page. In order to do any of this we need to have this conversation with Pastor Scott present. We need to wait and continue this conversation when he can be a part of it and we can truly move forward all being on the same page.
- Recap
 - Working on getting check ins happening
 - Clear reminder at the door
 - Clear reminder from the stage
 - John will wear a mask doing the assist
 - John and Cooper will discuss band that is not vocalists wearing masks
 - We will do a better job in the office
- On-line strategy (John & Jim)
 - John's update
 - We are looking at online strategy for now and beyond COVID
 - This now falls under Jim's oversight
 - Want to have a conversation with the Leadership Team about future direction and get feedback and make sure we are all on the same page
 - Jim's thoughts of what we think it could be
 - Intending that this can be the "front door" of the church
 - Those that are local, the goal would be to plug them in and have them start attending in person
 - New-person friendly. No Christianese. No Christian buzzwords.
 - Who: aiming for 20s - early 30s, not from a Christian background
 - Assume that right now it is the "Morning Star Covid displaced"
 - Questions
 - What do we think of these goals and target audience?

- If we like those goals, what needs to be included? What could help achieve these goals?
 - Do we think targeting new and non-believers is a good goal?
- Thoughts and Feedback
 - Change target age range from 20s - mid 40s
 - 500% believe in the vision of reaching unchurched, speaking their language, etc
 - One of the critiques of Sunday night church was that we created two different churches, we need to not do this
 - We like the picture of it being an onramp
 - Excellence has to be key. People are drawn toward excellence, comfort and authenticity.
 - We need to recognize that a portion of our audience will be people looking for a “first impression” of our church
 - If this is an onramp and we are targeting an audience that our church currently does not target, how will they ever feel at home once they transition from online to in-person services
- The Lights at Morning Star (John)
 - We have a name and dates
 - Name: The Lights at Morning Star
 - Dates: December 4/5/6, 11/12/13, 18/19/20, 23/24
 - 11 nights total
 - 6-9pm each night
 - Team gave brief updates on planning process
 - Cooper - creative team
 - Story is coming along well
 - Jared - community development team
 - Goal is to start asking businesses by the end of next week
 - Katrina - logistics team
 - Traffic flow map is mostly finalized
 - Working on budget
 - Katrina will connect with other members of the leadership team as to what their roles/involvement could be
 - We will announce to the staff next Wednesday and update them on some of the plans and answer any questions they have
 - Family meeting will be when we announce to the church