

We the people of St. Joseph of the Lakes Catholic Church, as Christ's Body, Strive to be the heart, hands and feet of Jesus Christ

Parish Pastoral Council ("PPC") Meeting - Tuesday, November 10, 2020

Present: Fr. Bodin, Sheila Bianconi, Joshua Bohl, Robert McMullan, Amy Moore, Keith Sjostrom, Bob Loew, Paul Siler, Ron Peterson, Kelly Summerville, and LeAnn Zogg

Excused: Fr. Mike Anderson, Cheri Brausen, George Burr, Don Hohn, and Paul Lillyblad

Opening Prayer – The meeting was opened with prayer.

Committee Reports:

a. Faith Formation

- Elementary school numbers sitting at about 160
- Middle school getting started
- Scott Frieler has good ideas on keeping kids involved after confirmation
- Watch for how new COVID mandates affect faith formation

b. Social Justice

- Document presented describing recent activities
- Mission in Guatemala not impacted by hurricane, but they are affected by COVID
- Feed My Starving Children (FMSC) not collecting as much money for shipments vs. what they typically do
 - Fund for the Poor could be used for FMSC

c. Synod

- Judy is putting Archbishop's Synod questions in bulletin every week
- Synod small groups will meet next year

d. Liturgy

- Initial survey on Christmas went out
 - About 188 households have responded who said they would attend, and average number of people per household who would attend is 4
 - Question in survey about adding 5th Mass, and times are split between 6:00 pm Christmas Eve, 7:00 pm Christmas Eve, and 7:30 am Christmas Day
 - Must register for Christmas Mass
 - Overflow/walk-ups will be invited to participate in a walk-up or drive-up Communion service – Details TBD
 - There will be no live-stream of the Christmas Mass
 - Of these numbers, about 10-15% have not come to Mass since the shutdown, so most people who said they would come for Christmas are coming every week
 - Per Fr. Bodin, Archdiocese has said 2:00 pm is earliest Mass on Christmas Eve that could count as Christmas Mass
- St. Joe's is suspending David Haas hymns due to reported history of sexual abuse – this action is per guidelines of Archdiocese on not taking sides on issue

e. Pastoral Care

- Want younger volunteers
- Videos at end of Mass of those who have passed away in the past year are nice

f. Community Life

- No turkey BINGO or Venison Dinner this year due to Covid-19
- No CCW Christmas Bazaar this November due to Covid-19

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g. Facilities

- Great Hall floors have been refinished
- Next project is the ceiling and lighting project in the hallways outside of St. Joe's Hall
 - The Knights of Columbus will do demolition work

h. Communications

- A lot of people on communications committee have different skill sets
- Ann updates website 2-3 times a week
- Facebook updated 6-7 times a week
- Sunday announcements are weekly
- Parish emails are monthly
- Parish newsletters are sent out 3 times a year – for Easter, the Festival, and 4th quarter holidays
- Mass times are posted in Quad Press when Mass times change in summer/fall
- Number of families is 2,057, which is over 7,000 people
 - About 1,137 people open and read email (about 1,400 emails sent as some are unopened, bounce backed, or unsubscribe)
- Generally don't send emails out after 2:00 on Friday
- Most people open parish emails and go on parish website between 6-10 am on Sunday morning
- Discussed options for better Wi-Fi – connect with city, buying better speed
- About 350 average views for Mass posted online – high was over 1,700 for Easter
- Fr. Bodin's insight from designing website at St. Peter's:
 - People read left to right
 - People want things quick, so if don't find it in 14 seconds they will leave
 - Only want a few dropdowns
 - "Glide-in" logo so logo follows you when you scroll on website
 - Best to design website in threes (top, middle, bottom)
 - People don't want to scroll through pages
 - People want to find Mass times and directions
- "One call now" – St. Peter's has this system where Fr. Bodin can call and leave a message that goes to all households
- For next meeting Communications will come up with wish list of technology upgrades

i. Finance

- Collections down 8% from budget through Oct. 31
- About \$300k net cash on balance sheet, which is 2 months worth of expenses
- Budgeting about \$40k-\$50k collections for Christmas Masses
- Have not applied yet for PPP loan forgiveness but Paul Lillyblad will do that

Wrap-up:

- Bob McMullan will invite Denise Walsh to next meeting
- Bob McMullan will send out email for action items: technology wish list of improvements from Communications Committee and FMSC options
- Next Meeting: January 5, 2021 at 7 pm. No meeting in December.
- Meeting adjourned at 8:30 pm

1. The make up of the communications IT/Communications/Marketing Commission:

- Anne – Commission Liaison, staff member
- Sheila - Marketing
- Lisa – Graphic Design
- Mary – Website & branding
- Rusty – Video – Marketing
- John – Communications – Parish History
- Brian – Network Specialist
- Greg – Community representative

2. Platforms used by St. Joseph's to communicate:

- Website – some pages updated 2 to 3 times a week – for example, news & events and the homepage....others are not updated until information is provided by program staff
- Facebook – New current info posted 5 to 6 days a week; basic church information updated when changes occur (seasonally)
- Bulletin – weekly
- Marquee – weekly
- Sunday Announcements – weekly
- Parish App – weekly
- Email – monthly
- Newsletters – (in a typical year 3x a year)
- Ad in the Quad Press for church times

3. Numbers as of 11-5-2020

- Total number of families – 2,057
- Total number of people – 7,216 (in the 2,057 families)
- Total number of family emails available to us – 1,440
- Total number of people who have unsubscribed to emails 216
- Total number of bounces/no longer valid (2 x so far... in November their emails will be scrubbed) 87
- Leaves us a total number of emails as 1,137
- There are 566 households 65+. Emails available to us are 270 of which only 214 are valid emails (haven't bounced)
- Email open rates: The average email open rate for all industries is 21.33%

- Parish wide email open rates for St. Joseph of the Lakes:
 - 28% is Lowest
 - 82% is highest – sent just to Faith Formation families announcement regarding cancellation of Faith Formation & Joe's Diner for rest of the year.
 - Average since Covid in March is 55%
 - The last three months (Aug, Sept, Oct) average is 44%

***Staff send out their own emails to program participants. Such as: newsletters for faith formation, RCIA and the like. Staff also handle their own communications with their respective committees.

Recent communications:

- Survey to all available emails regarding intention of attendance to Christmas Mass
- Bulletin November 8 staff article containing current information communication methodologies and directions for accessing
- Recording the Advent – A Time of Waiting Event posted on the Website & Facebook

Upcoming future communications:

- Parish wide email with information regarding Christmas Masses
- Postcard will be sent to all parishioners
- I have talked with Barb Uschold Anderson and encouraged her to do more short prayers/reflections for YouTube and Facebook



Social Justice October/November

Busy time for Social Justice this last month and we're only getting started!

- Social Justice at home kits were handed out to each enrolled member of Faith Formation. Kits include fun social justice activities, prayers, outreach opportunities and information on parish activities to be involved in as well as some education around saints. The plan is to hand out kits quarterly.
- Trunk or Treat/Trick or Canning was phenomenal! We had 12 trunks decorated and they sent the treats down a six foot tube to the kids so they were social distanced. We didn't collect as much food as we normally do – but we're grateful for the 656 pounds of food and a few hundred dollars of cash and gift cards. There was also an educational piece and a concession stand to raise money and awareness for Hope4Youth. Over 300 people attended the event over the course of the evening and we had volunteers of all ages. Very good for the community we serve and such a bright image of St. Joe's. We are light in the darkness!
- We held our Fair Trade Breakfast to go and raised a few funds for Guatemala. They are Struggling. Without computers for the kids to do distance learning in the dump, it is a challenge for the teachers to run around the dump to teach the kids with their cell phones. They are also very food insecure right now. We do not currently have the funds to ship a container (because fundraising has been very difficult). We hope to put out Giving Tree tags for people to pick up so we can collect donations for their education, a few computers to zoom with, and for food to survive.
- Our annual coat drive was very successful for White Earth. Social Justice and the Knights collaborated to deliver well over 100 coats, hats, mittens, boots as the snow begins to fall.
- Giving Trees: A little different this year. We will have a few options in terms of ways to give. There will be an online link and signup option, people can give gift cards or donate money online, or pick up a tag from baskets as they leave mass or go through the drive through communion. We'll have rolling carts for drop off rather than bringing gifts down the hall. We will have the trees set up in the glass hallway and the Gathering Space. Forms are available for people in need this weekend. Trees will actually go up next week and tags will also be available.
- We continue to serve meals at Loaves and Fishes and Stepping Stones. Both agencies are reporting at least a 50% rise in numbers of people being served. We are working to problem solve how to serve/bring meals during the colder months. We are noticing a lot of homeless without hats/mittens. We will see if we can collect them and hand them out November and December.

