

**St. Frances of Rome
Parish Council Meeting Minutes
October 9, 2024**

Attendees: Fr. Shayne Duvall, Fr. Steven Henriksen, Steve King, Mary Masick, Dutch Boehnlein, Sr. Agnes Coveney, Jane Wehner, Therese Bawa, Bruce Hines, Greg Brotzge, Ann Hogan (Mary Keyer and Laura Harpring via phone)

Absent: Shannon Burns, Bill Johnston

1. Opening Prayer: Fr. Shayne Duvall
2. Discuss Marketing, Logo, Signage:
 - a. Guest speakers Nathan Hadsell and Nik from Sprout recommended the following:
 - i. Clear mission statement
 - ii. Updated logo (past logos: Fr. Eifler's pen drawing, stain glass window)
 - iii. New signage on property
 - iv. Clean website – include new pictures of exterior/interior of church, mass times, contact information, directions (embed Google map/directions link)
 - v. Print bulletin valued more than website or FB for our parishioners.
 1. Sprout can develop template for general information. Weekly news added by Steve.
 - vi. Cease videotaping mass via FB. Refer parishioners to Mass of the Air, etc.
 - vii. Sprout will develop proposal for our consideration.
 - b. Currently Steve King produces emailed newsletter and bulletin in house.
 - i. 175 bulletins are printed for each weekend
 - ii. 21 are mailed to anyone who requests. (Includes snow birds)
 - iii. 340 emails sent, 61% opened, click rate 6% to 7% on imbedded links. (Formation/Outreach)
 - iv. No longer with NPI or Tallgrace
 - v. Advertisers who purchased ads in both SFR and STL bulletins are in St. Leonard's bulletin only.
 - vi. Steve needs data from parishioners.
 1. Ann Hogan to create communications team with (suggested Stephanie Maseler and WAVE new parishioner)
 - c. Need to reach out to lost or missing parishioners. Bulletin/Newsletter needs to include:
 - i. Did you know?
 - ii. Calendar of events
 - iii. Bulletin Board
 - iv. Update on pastoral and care for the sick
 - v. Interview of parishioner
3. Upcoming SFR Events:
 - a. Pizza with Fr. Shayne – Saturday, October 19 at 6:30pm.
 - i. Steve to create SignUp Genius and give Phone number to R.S.V.P.
 - ii. This is a Town Hall meeting to give feedback to parish and receive ideas/comments/suggestions.
 - b. All Soul's Day – Saturday, November 2 at 10am.
 - i. Prayer service with Deacon Chris
 - c. Donut Sunday – Sunday, November 17th with Fr. Shayne – following 8:30 and 11:30 masses.
 - i. Mary Masick needs Parish Council volunteers.
 - d. Friendsgiving – Thursday, November 21 at 6pm
 - i. Dianne Boehnlein has emailed PC members and needs your R.S.V.P. and assistance.

4. S.W.O.T. Exercise: Fr. Steven facilitated the exercise with the present parish council members. Results are repeated in the table below. Threats were discussed and will be continued at the November meeting.

Strengths (S)	Weaknesses (W)	Opportunities (O)	Threats (T)
1.Small parish, intimate feeling	1.Smallness = reduced resources	1.How to welcome families with children, need this demographic	1.Decline in church attendance (Gen Z are Nones)
2.Location, draw from all over (majority 40206, 40207)	2.Look at bulletin, add content and who to call for ideas, concerns, questions	2.Offer invitation to audit PC meeting	2.Inflation – less ability to contribute, more cost of services.
3.Community, hospitality, feel welcome by parishioners/pastor (Know your name, eye contact, talking/giggling)	3.Need volunteers for party plan/prep/implementation/cleanup besides PC members.	3.Religious Ed for non-parochial school children.	3.Parish closure: Can we pay the bills? Sacramental life? # of masses in area? Demographics of parishioners
4.Bulletin – Stable staff listed, repeat on website and electronic newsletter	4.People are tired.	4.Ask! Buddy System to work with PC member on event.	4.Lack of priests
5. 24 Bible Study participants, 10 Rosary participants + breakfast fellowship. (cont.) Thirst for Scripture, Benediction, Adoration, etc.	5.Not diverse, socioeconomically, ecumenically	5.Storytime with longtime parishioners	5.Unbudgeted expenses
6.Physical space is quaint	6.Demographics – older parishioners (1 Baptism, 21 Funerals)	6.Clifton outreach/partnership	6.Lack of long-term planning
7.Yes! Party people: Donut Sunday, Friendsgiving, Synodal Listening Session	7. Need energy	7.Connection between school and parish	7.Understanding parishioner’s expectations: what are you looking for? Why did you opt out?
8.SFR est. in 1887, Archdiocese est. 1808	8.“Comfort Zone”: the “regulars” will usher, hospitality, etc. at mass times. Complacent in how we serve, preach.	8.Children’s mass	8.Sex abuse, recovery process
9.HT on campus	9.Communication means parishioner to parishioner, PC to parishioners, Word of Mouth (best way to advertise)	9. Mass X	9.Divisive politics: conservative vs. liberal
	10.Set Mass times: Sat 5:30 too late/dark, Sun 11:30 too late move to 10/10:30.	10. Stations of the Cross with SFR/HT children	10.Genuine unknowing community: divided by mass times. Loyal cabals-elimination of

			one mass time/leave SFR?
	11.Mass attendance – low, why and what would help?		11.Competition: many parishes in the area
			12.Aging demographic: transportation/mobility issues. What about the YOUTH? Childcare at Mass times for young families

- 5. Ann Hogan was proposed as a new parish council member and was unanimously approved.
Welcome to the parish council, Ann!
 - a. Please give your contact information to Mary Masick for emails/text information.
- 6. Next Meeting: November 13, 2024 @ 6pm, SFR Parish Room.
 - a. Spotlight: Sharon Bidwell (Formation/Outreach)
 - b. Fr. Stephen will hold court as Fr. Shayne will be in Egypt. We send our prayers for his safe travel and return.