

Spiritual Living Center of Atlanta
Board of Trustees Meeting
Newsletter
For April 1, 2015

1. Board of Trustees Webpage

The SLCA Board of Trustees webpage is up and running. Please feel free to reach out to the SLCA Board of Trustees in any of the following ways:

- **Email:** SLCAboard@slc-atlanta.org. This email is checked daily Monday through Friday by a Board member so your inquiry will be promptly replied to.
- **In person:** at our Monthly SLCA Board Round Table. Please join Board members any first Sunday of the month, immediately following second service, in the SLCA conference room located off our reception area. SLCA members and guests will be warmly received by the Board and have the opportunity to ask questions, be heard and learn about current Board meeting topics in a safe environment -or just come by to chat and introduce yourself!
- **Formal Presentations:** to present proposals or questions which may require official Board action, please plan to meet with the Board's Executive Committee the first Wed. of any month at 4:30 pm, prior to the regular Board monthly meeting. If you would like to get on the schedule for this process, please contact David Aurilio at least two weeks in advance so this can be appropriately arranged.
- **By Phone or personal email:** to any of your Board Members. Contact information for all Board members is listed on this webpage. If you prefer to reach out to a SLCA Board member individually, please feel free to do so.
- **Every Sunday after services:** a Board member stands with Rev. Ault as congregants depart. Please allow us the opportunity to greet you at this time and introduce ourselves.
- Coming soon will be a link to the Board of Trustees Newsletter to keep you abreast of all the things we are doing to serve and cultivate the mission of our beloved Center.

2. New Member Orientation

Laine Morgan will facilitate the New Member Orientation with the next meeting scheduled for the first Sunday in June. This is another opportunity to meet members of the Board, as well as learn about Board governance.

The New Member Orientation 2015 Schedule
Sunday, June 7, 2015
Sunday, August 2, 2015

October 4, 2015
Sunday, December 6, 2015

3. SLI and Education Update by Tracey Owens

Cynthia James' course titled "*Healthy Living For Women*" was launched successfully on April 1 and runs through May 1. Cynthia is offering a live component to her class.

Lorri Palko's course titled "*Unleash Your Prosperity*" launched on April 6 and runs through May 1.

The social media focus had mainly been on Facebook, but now has moved to Twitter and the efforts are building momentum. There has been a 41 percent increase in web traffic.

We are testing a new on-line learning platform called Haiku for free until the end of June. Lorri's course will be offered in Haiku, and Cynthia's course will be on Canvas; so we will have two platforms running at once.

4. Market Planning Approach Proposal

The Board along with key members of the staff and community will implement a market plan to evaluate and improve where necessary the following:

- Mission, vision, and core values
- Multi media messaging platforms (websites, Facebook, etc.)
- Branding identity
- SLI and classroom curriculum

5. Financial Report by Lorri Palko

The Board plans to have quarterly membership meeting to review the financial position, ways in which the community will have an opportunity to help SLCA meet the yearly goals, and to discuss the implementation of the market plan. The first meeting date will be determined at the next Board meeting.

Researching a kiosk option for tithing since cash and checks are becoming obsolete and address the change in culture towards currency.

6. Miscellaneous Items

- Rich church/Poor church discussions postponed until the Board's retreat.
- The Feb. minutes were approved.
- Salary – team will continue discussion for Rev. David's salary and contract.
- Changed the May Board meeting to April 29.

- The preamble and the announcements especially during second service are getting too long. Will add to May Board agenda to discuss solutions.