



Love with the heart of Christ, think with the mind of Christ, and act in the world as the Body of Christ.

Vestry Meeting Minutes 11/18/2018

Present: Hap Wheeler, Kathy Crouse, Bill McDaniel, Bob Green, Kathy Hunter, Carey Kaye, Christopher Wilkerson, Tommye Hurst, Shannon Quattlebaum, Earl Burch, Bob Taylor, Meredith McTigue and.

Absent: Rev. Suz Cate, Byron Harder, Lori Graham, Sarah Maiberger, Jack Davis

Opening prayer (Hap)

Spiritual Reflection/Journey

Old Business

1. Approval of Oct. 2018 minutes- Motion to approve by Bob Green; seconded by Bill McDaniel. Motion passed unanimously.
2. Strategic Planning-prioritization exercise continued (Hap and Kathy C.): Hap condensed the goals from the work session. We will use this information at our Vestry retreat in early 2019. **SEE ATTACHMENT A.**

New Business

1. Administrative
 - a. Vestry Goals for 2018 – update
 - i. Increase engagement and participation in the life of the parish (Shannon): Need to reach out to committees to suggest new volunteers.
 - ii. Decide on long-term use of Trinity Place (Tommye): **SEE ATTACHMENT B.** Overall schedule with design/build team and city by December 2019. Committee to review architects plans on 12/4/18.
 - iii. Communicate the work of the ministry teams (Meredith): (Agenda item skipped because Meredith arrived later in the meeting)
2. Sharing Time: Vestry Comments, Concerns, Observations

Reports

1. Senior Warden (Hap)
 - a. Haiti University fund update: Haiti Funding (Hap Wheeler): Due to fewer students, we may need less than the \$64,000 goal to cover the costs we have committed to this year. We will have a fundraising campaign again in the spring. Tommye suggested photos and information about the students on the website to help to get us more support.
 - b. Vestry retreat planning committee (one member from each vestry class): We want to train and retrain Vestry members at the retreat in February. Planning committee for the retreat will

- include one Vestry member from each class, along with Hap and Mtr. Suz. Planning committee will include Cary Kaye; Bill McDaniel, Meredith McTigue.
- c. Recruit for youth choir director: There is great interest in continuing the youth choir ministry. Hap asked if we can post the position before the 2019 Statement of Mission is finalized. We will hold off on the Family Ministry position until we can meet our goal for our Statement of Mission. Bob Green made a motion to move forward with hiring a youth choir director; seconded by Kathy Hunter; motion passed unanimously.
 - d. Christmas dinner for Meals on Wheels: We will continue this work this year.
 - e. Shannon suggested rather than email for Vestry documents, we add them to a Google Drive or Dropbox. Hap agreed to work on that.
2. Junior Warden (Kathy C.)
 - a. Drain upgrade in kitchen has been completed.
 - b. Many thanks to our parking committee for football games. Bill Hurst, Beth Kunkel, Will Mayo, Bill Purkerson, and Caleb Ellison.
 - c. We want to begin thinking about redesigning the area behind altar. The Nave Committee is looking at it. We will find an architect to draw up some ideas. Initial consultation will be \$1,500.
 3. Treasurer (Bob) – **SEE ATTACHMENT C:**
 - a. Hap mentioned that sometimes people make generous gifts and it would be in our best interest to have a list of things people could contribute to. The Finance Committee will discuss this.
 - b. Motion to approve the Treasurer’s Report by Bill McDaniel; seconded by Cary Kaye
 - c. Hap explained that we have “Tellers” on Sunday; Full pledge information is confidential and known only to Lynn Farmer.
 4. Rector (Hap for Mtr. Suz):
 - a. Christmas eve services will be 4,7,10 PM for Christmas Eve services. Sunday after Christmas, there will be one service at 10:30 AM. The Sunday of the Annual Meeting in January will be one service at 10:30 AM followed by lunch.
 5. Ministry Team Reports
 - a. Stewardship (Bill): Bill reported we are very close to meeting our pledge goal.
 - b. Pastoral Care (Kathy H.): See **ATTACHMENT D.**
 - c. Engagement (Shannon): See **ATTACHMENT E.** At its last meeting, the committee spent a lot of time talking about neighborhood groups - How can we make them work and/or get them more engaged?
 - d. Family Ministry (Kathy): **See ATTACHMENT F.**
 - i. We need a list of names who can help with one-off types of requests.
 - ii. Advent event; pie social – Kathy said it was a huge success.
 6. Outreach (Earl): **ATTACHMENT G.** The Outreach Committee met last week and are concerned about how small their budget is. Half goes to Haiti and the rest is divided up among other organizations. Most of their time is spent discussing Haiti. The Outreach Committee feels like we as a parish have a responsibility to Haiti for the \$65,000 we obligated ourselves to for the support of University students. The reality is this support is falling on the shoulders of a very few people. He believes the Vestry needs to discuss this issue. Historically the Outreach Committee has chosen its own chairperson. There was some discussion about who chooses chairpersons for committees. Hap indicated that committees should not create their own directives; this is the role of the Vestry, and per the bylaws, the Vestry is to approve all committees.
 7. Episcopal Day School (Hap):
 - a. Budget is in good shape.
 - b. Security is much better. The future Trinity Place plan will inform a larger security strategy.
 - c. A Positioning Statement has been developed (See **ATTACHMENT H**) to assist with marketing statement.

8. Canterbury-update on grant proposal (Christopher): We are in the process of planning Canterbury Sunday and the Vestry will be hosting a low country boil for November.
9. Key Dates: Advent Event: December 9, December 5PM; Epiphany: January 6: First family Sunday, Crock Pot Lunch; play games.

Closing Prayer

Respectfully Submitted,

Rebecca Eidson, Vestry Clerk

ATTACHMENT A

Vestry Strategic Initiatives Reconfigured-November 18, 2018

Administrative

- Evaluate/develop organizational structure and management (7)
 - Educate church leaders as to their roles and responsibilities (6)
 - Make vestry and other leaders more visible and accessible to parishioners (5)
 - Procedures and policies (for hiring, fund mgt., etc.) and lines of authority standardized
 - Committee charges defined-which could include for appropriate committees:
 - Developing a long term financial plan (5) (including educating parishioners re: estate planning; 3 from Formation)
 - Developing a comprehensive communications plan (7)
 - Increase the accessibility and visibility of the church (8)
 - Assess and optimize the use of facilities (1); develop a management plan (3)
 - Develop a parish-friendly security plan (1)

Church in the World

- Understand the priorities and passions of the parish for outreach (10)
 - Based on above-rebalance our internal vs external focus (16),
 - Set goals for our level of outreach, and
 - Consider ways to use our current and future facilities for outreach (5)
- Communicate to the parish and the community our outreach (5)
 - Educate parishioners about outreach opportunities, including volunteer service
 - Attract newcomers
- Evaluate the EDS offerings in light of emerging competition (5)

Formation

- Develop a comprehensive formation (curriculum) plan (14)
 - Establish continuity from year to year that teaches the values and traditions of TEC
 - Prepare students for confirmation over their entire church school experience
 - Foster a community that is empowered to use their time, talent and treasure
- Strategically plan activities (9)
 - For specific age groups and for families ,as well as those that are intergenerational
 - With groups outside the church
- Enhance Canterbury program (16)
 - Create space specifically for these students; understand security concerns
 - Enhance opportunity of participants for involvement in the church community, including outreach

Care of People

- Undertake a pastoral care gap analysis (15)
 - Consider the various groups by need, including lapsed parishioners, youth, Canterbury mentorship (10) newcomers (3)
 - Enhance/re-evaluate neighborhood groups (7)
 - Recruit volunteers for pastoral care (7)

ATTACHMENT B

TRINITY PLACE – LONG TERM USE

This is my understanding of the schedule:

Jan-Feb. 2019 – present the Master Facility Long range plan options to the Parish. – Schematics of any current building changes.

Spring 2019- Have schematics, construction drawings and guaranteed max contract for Trinity Place, Phase I construction. (architects will have been to Clemson City Planning several times to make sure everything adheres to city codes.)

Summer and Fall 2019- continue to work with the City of Clemson Planning office– Todd and Jake- for their input on the city’s downtown planning , work with University Planning Department for entry to parking lot, access to frontage road, and any other issues (signage, ramp, weekday parking) that is on their property. Approval from City and University for construction permit.

Fall of 2019- Acquire financial package for Trinity Place, Phase I.

Dec 2019- Spring 2020- Construction of Trinity Place, Phase I and any other approved updates to current buildings.

Spring-Summer 2020- Have a party- celebration festival- an outdoor party on Trinity Place-

I hope this clarifies the confusion. My understanding from Todd was that depending on their work in downtown and Addison Lane, we may have to work with their schedule that may be after Dec. 2019. The plan is to have our building permit on Dec. 1, 2019 which means we will have had all necessary permitting from the City of Clemson, keeping your promise.

Tommye

ATTACHMENT C

Treasurer Report on November 2, 2018 Financial Statements
November 7, 2018
Bob Taylor

The October 2, 2018 financial statements continued to indicate budgetary shortages in the 2018 SOM.

1. Income is about \$17.8K below budget (page 3) and is projected to end the year by \$20K+.
2. Staff salaries (page 3) are about \$4,700 below budget and are projected to be about \$6,000 below budget by year end since the Family Minister position has remained vacant.
3. Similarly, staff pensions (page 3) are projected to be approximately \$1,500 below budget at the end of the year.
4. Capital Improvements (page 4) will exceed budget by about 3 thousand dollars by year end, mainly because of the overage in the new doors (which are very nice).
5. Maintenance (page 4) is currently about a thousand dollars over and will probably end the year with this overage amount.
6. Utilities (page 4) are over budget and are projected to be approximately \$3,000 over by year end and should be adjusted for in the 2019 SOM.
7. Telephone and Internet will end the year about \$1,000 over budget and should be adjusted for in the 2019 SOM.
8. Expenses currently exceed income by \$16,705.40 (Difference, bottom of page 4). When the \$16K restoration for the Anderson fund in 2018 is made near end year, the 2018 shortage will be over \$30K. If possible, the 2019 SOM should recover some of this deficit.
9. Voluntary Prism contributions (page 5) are down significantly (\$5K), but with the healthy parking income, the Walls offerings and the anonymous \$25K gift, the Trinity Fund is adequate at this time.

ATTACHMENT D, page 1

Pastoral Care Ministry Team Meeting, November 12, 2018

Attending: Judy Surak, Suz Cate, Barbara Armstrong, Kathy Hunter, Mary Bowman, Dottie Carter, Pam Mack, Liz Halpin, and Hap Wheeler.

Meeting was called to order by Judy Surak, Chair, at 4:08pm. We opened with a unison reading of the Prayer of St. Frances. Approval of the minutes from the October 2018 meeting followed. Reports were then given.

Visitation: Suz had 12 face-to-face contacts for 11 hours and 3 phone calls for about .75 hours. Took Communion to several parishioners and gave updates on parishioners and visits. Judy and Liz also gave updated on their visits. Barbara will make arrangements to take Communion to a parishioner who has newly requested it; Kathy made one Eucharistic Lay Visitor visit. Hap asked if we had a system for follow up on who's on our prayer list and how we follow up. Suz explained how we reach out to parishioners. The prayer list is now printed in the bulletin.

Cards are regularly sent by Liz and Mary Bowman; and they will continue with the ongoing cards and to those newly in need.

Pasquales: Reception on Sunday after Frankie Witmer's service for 180-200 attendees. Mary has made all the arrangements, and Judy Eidson will be in charge at the reception on Sunday.

Transportation: Shannon Quattlebaum is getting copies of transportation drivers' driver licenses for best practices and due diligence.

Health Ministry:

1. "Solo Women" group has not had any meetings, due to other commitments and conflicts, but hope to meet again in December.
2. January 20 and 27 will have our health Adult Sunday School sessions, "Vision Changes As We Age" and "Positive Physical Approach" for everyone, especially someone living with cognitive decline. In December and January, we will put some teasers on Facebook, in weekly bulletins, HT notes, and the Tempo, perhaps on bathroom door stalls and on the breakfast tables, beginning to help educate parishioners on cognitive decline issues and encourage attendance for these two Sunday School sessions.

The "Pastoral Care Resource Center" is up and running. Please encourage everyone to check it out.

Discussion followed about children running in the Parish Hall. Hap has addressed this in his Sunday School class and small chairs and tables and activities have been set up on one side of the parish hall. This remains an ever present need of safety awareness for all.

Neighborhood Groups: Most of the Neighborhood Groups have met, with Hap Wheeler as the guest speaker, bringing parishioners up to speed on the status of the parish and potential Vestry goals.

ATTACHMENT D, Page 2

Other: Meals. Claiborne Linville suggests that we have an interactive list on the Internet so volunteers can easily sign up for meals. Claiborne will be working on a prototype. If you have ideas, let Claiborne know. One suggestion was to include the location of where the meals are to go. More information will follow. This is a great way to readily and efficiently connect with all parishioners.

Discussion followed about a possible Good Samaritan Fund. Hap suggested that we use the Memorial Fund, and earmark special gifts, which may be easier to do, or the Priest's Discretionary Fund. Suz explained what the Good Samaritan Fund could be and how the funds would be used differently than monies in the Discretionary Fund.

Hap talked about the Vestry working on strategic goals, and prioritizing these goals. One goal is to reconnect with parishioners who have stopped attending services, don't participate in functions, etc. – a gap analysis. Hap would like to see Pastoral Care get involved in a systematic way of reaching out to these parishioners and how we reach out to them. He will let us know how this goal process progresses through the vestry, and what our role will be. It will be up to us to create a tactical solution to help reconcile this issue.

Meeting adjourned at 5:04pm. Next Meeting: Monday, December 10, 2018, 4pm

**minutes respectfully submitted by Kathy Hunter, November 12, 2018*

ATTACHMENT E, page 1

Engagement Meeting Notes, 10/24/2018, 7pm

Present: Joe Yanes, Hap Wheeler, Shannon Quattlebaum, Cindy Thackham

Our deepest thoughts were with Tom and his wife Frankie as they were dealing with her Health issues at the time.

- I. Oktoberfest
 - A. 3:30 set up indoors- Joe, Hap, Carolyn, Will
 - B. Joe has menu under control
 - C. Games, TV for kids etc and music all lined up

- II. Newcomer Dinner- Nov 4th 5:30-8pm
 - A. Beth and Bill Hurst are handling Food/cooking- need help with clean up from parishioners coming to dinner
 - B. Shannon to contact Suz and Tom about the Newcomer list and nail down ambassador and staff, and ministry leaders, Max of 24 total
 - C. Cindy/Beth handling table decor

- III. Usher/Greeter merge
 - A. Suggestion was made to move greeters to the usher team schedule since it follows a worship schedule and easily can be accommodated. It was not addressed with Peter since last meeting. Cindy was not comfortable approaching Peter- thought it would best come from Suz or Hap.
 - B. In Suz' absence Hap volunteered to make this happen with Suz' help

- IV. Thanksgiving
 - A. Shannon conducted a general survey about previous dinners and the consensus was that this should be a Parishioner only event- no invites to community
 - B. Discussed having an email sent by each NG Leader to their respective groups asking the simple question: Who would like to have Thanksgiving dinner at Church?

- V. Neighborhood Groups
 - A. Cindy asked for feedback on the most recent round of NG meetings
 - 1. Some NG have great response- like Haps, others could not even get enough to hold it or had small gatherings of 2-5 couples. And this meeting had content, real important issues to share and Vestry was involved
 - B. Why the poor NG response- A brainstorm amongst us
 - 1. Other than Geography, group members don't have a lot in common
 - 2. Families with small children are not necessarily bringing kids to someone's home- don't want to pay babysitter
 - 3. When kids do come, they are bored if there are no other kids
 - 4. Need feedback from the groups is it
 - a. Bad date chosen for event
 - b. Time of day
 - c. Location
 - d. drive/transport issues

ATTACHMENT E, page 1

e. Apathy

C. Do we rethink the NG and make exceptions for certain factors like having children under a certain age or living at the Downs or other Nursing facility

VI. New Business

A. Restart small group events?

B. Family Sunday Dinners

1. Cindy to contact Sarah Maiberger about the schedule
2. Will replace need for coffee hour volunteers on that day

ATTACHMENT F, page 1

Family Ministries Committee, Minutes from November 7, 2018 Meeting

Members in Attendance: Carolyn Wheeler, Cara Robb, Hap Wheeler, Sarah Maiberger, Kathy Crouse

Opening Prayer: Carolyn opened with a prayer.

Minutes from October 17, 2018 meeting were approved.

Old business:

- Intergenerational issues
 - Letter from committee was published in November Tempo. Hopefully, this will let those with concerns know we are listening to them, help with attitude of loving all generations, etc.
 - Sarah reported that one concern expressed was actually related to the safety of children around the coffee table. Tommye addressed that concern.
 - Tommye reported the above steps to Judy Surak who was going to share that with the Pastoral Care committee.
- November First Sunday Family Service – Most who attended service stayed for lunch.
- Advent Event – Hap and Carolyn need approved script and folder to proceed.
 - We will use Sunday after Thanksgiving (November 24) to introduce Children to Advent Event script and their possible roles.
 - December 2 and December 7 during Sunday School will be time for additional practice.
 - Carolyn will contact Carol Salter about those dates.
- Trunk or treat – Sarah reported that the event was a success. 4 Holy Trinity trunks, including youth group and fishing game and just under 10 HT families participated in event.
 - Sarah suggested that we try to get more adults without children involved next year.
 - Cara suggested we advertise to Day School next year.
- December First Sunday Family Service – Bill is working with you to provide potato or taco bar.
- Children’s Church –Mary Beth was not present to report. Hap and Carolyn will write something for December Tempo about Children’s Liturgy of the Word.
- Pie Social – We discussed final details for event. Shannon Quattlebaum is helping Cara to coordinate. To date 30+ parishioners have accepted invitation. We will invite Day School families, too.

New business:

Advent Event dinner: Committee will arrange for soups, chili, etc for dinner.

January First Sunday Family Service: This will be Epiphany so we will have our games and lunch after church. *Kathy will get volunteers to bring crockpots with soups for lunch* and we will have a Kings’ Cake.

Budget for Family Ministries activities: Hap said we have money to pay for lunches and events.

No date set for next meeting.

Meeting was adjourned around 7:30.

Follow up Tasks:

- Mary Beth to meet with Children’s Church leaders.
- Sarah:

ATTACHMENT F, Page 2

E-mail Suz regarding Advent Event script/folder

- Personally invite/remind families about Pie Social
- Get to Farm by 2:15 on Sunday
- Bring bread and crackers for Advent Event
- Start working on Annual Report
- Kathy
 - Personally invite/remind families about Pie Social
 - Get to Farm by 2:15 on Sunday; Set up selfie station for Pie Social
 - Follow up with Bill regarding December 2 lunch by youth and bringing chicken noodle soup to Advent Event
 - Bring goulash for Advent Event
 - Get volunteers to bring crockpots for Epiphany
 - Will you communicate details for Epiphany to Kara for communication? Ask for people to bring games.
- Cara
 - Work with Kara on final communication for Pie Social
 - Notify team members on Friday, 11/9 if we need more pies for Pie Social
 - Personally invite/remind families about Pie Social
 - Get to Farm by 2:15 on Sunday
 - Bring vegetarian soup for Advent Event
- Bill
 - Coordinate potato or taco bar for December First Sunday luncheon, December 2
 - Bring chicken noodle soup for Advent Event??
- Hap and Carolyn
 - Personally invite/remind families about Pie Social
 - Look for St. Nicolas attire for Advent Event
 - Order chocolate coins for Advent Event (see Amazon.com)
 - Will you take care of Kings Cake???
- Will
 - Would you help Bill with December lunch, Advent Event, crock pot for Epiphany?

HOLY TRINITY OUTREACH COMMITTEE

Minutes

Monday April 12, 2018, 6:00 PM

Present: Peter Sparks, Judy Surak, Rachel Mayo, Liz Halpin, Judy Surak, Earl Burch, Mellie Warner, Cindy Thackham, Hap Wheeler, Harry Morse
Meeting was opened with prayer at 6:05 pm by Judy Surak.
Minutes from last meeting were circulated and approved.

- 1) Hap opened the meeting in prayer
- 2) Minutes from March meeting were approved.
- 3) Review of Budget
- 4) Haiti Matters

Peter reported that money we had allocated was approved and disbursements have begun.
We have to decide how to supervise the Haiti funds. Rachel suggested that we look at what funds we have available in January. We make a tentative approval of how we will disburse funds. Hap reported that Harry had suggested that we might keep the funds separate (Bois Jolis and Haiti educational funds). There is \$2700 in Bois Jolis fund. In the general Haiti fund, we have less than \$8,000. Hap made a recommendation that we move the “pass through funds” for Haiti mission travel that is outside of the Haiti fund. Those who travel to Haiti pay for their own travel. They write a check to Holy Trinity and then HT pays for this travel all at once. Harry agreed that using these funds as a separate fund makes sense. If someone wants to make a donation toward medication, etc...it could remain in the Bois Jolis fund.

Judy recommended that we let the congregation know what it costs to sponsor someone who wants to travel to Haiti. If we are accepting funds into this account, it should not be a “pass through” fund, it should be a standing fund.

Hap said that a full accounting of all Haiti funds would be coming to the Outreach committee. We would control these funds and would be able to see these regularly.

Hap explained that if this is a fund that we have discretion over, then the church has to have oversight. The church can do a “pass through” if we call it a “pass through” account, but we cannot call it a fund if it is not truly a fund. This is different than a donation. This is outside of the Outreach committee.

Hap will provide an accounting of all Haiti funds. There are some funds that are “undesigned” Haiti funds. Some of the undesigned funds have been used for educational funds.

Right now we are just meeting contingencies. The ideal would be for each student to have a set amount at the beginning of the year.

In summary, there will be 2 funds, a Haiti Educational fund and a Haiti General fund. This committee needs to decide whether Bois Jolis is a separate fund or part of the Haiti General fund. Do we keep these separate funds or do we collapse these into a Haiti General fund?

Harry suggested: 1) Haiti Educational fund; 2) Pass through account for mission trips; 3) Bois Jolis fund; 4) Haiti General fund.

Earl said that the Bois Jolis fund is not a Holy Trinity account, Lynne is just doing the accounting for this fund. The latest money that has come in for the Bois Jolis fund is from the Lutherans. Historically, there was a Bois Jolis committee that consisted of multiple churches that met and generated funds for multiple projects. The committee has not functioned in a while, but Lynne still does the accounting. We have made a commitment to pay for 1 staff and some teachers out of this.

ATTACHMENT G – page 2

Earl suggested that this committee review the needs regularly. We support the hospital, the school through Partners in Health, not through the church. It is a good idea for Outreach committee to take this over.

With the Educational fund, the students have sent in a budget at the beginning of the year, but there are fees like graduation fees that come up throughout the year.

The committee will have oversight over these funds and be able to determine on what the needs are.

In the future, we do not necessarily need to replace all of the 13 students who finish, but we are obligated to these 13.

Earl stated that the various funds have been overseen and accounted for.

The question is how do we sustain it over time.

Most of the Haiti students are going to school in Port-au-Prince. We give \$250/mo for expenses; tuition varies but around \$1,000; housing varies. Each student needs \$4500-\$5000 per year.

The ideal would be if we could send \$15,000 every quarter, but we do not have these funds.

The bookkeeping is accurate, but we have just not had the cushion to send these funds every quarter.

We need to have a write-up on each student.

We had a lapse in funding. We need to have someone to communicate with Summits and the students on a regular basis. Summits located in Boston.

Harry stated that if a student who has extra needs, they should be going to Summits and not directly to us.

Peter suggested that Outreach will only be in charge of the Haiti Educational fund and the Haiti General fund. We must consider at the beginning of each year how disbursements from the various funds will be made.

Earl added that the Outreach committee needs to decide if we want to be a participant church in the Bois Jolis fund and what HT wants to contribute to Bois Jolis.

Hap will provide a report at the next meeting and recommendations for collapsing these funds.

Haiti dinner-Hap reported that the Haiti dinner will be April 21 at 6:00. We have roughly 40 adults signed up and 6 children. Hap requested that everyone respond to the invite.

He requested volunteers to help with set up, the kitchen, and clean up.

3-4 youth will help wait tables.

Hap has asked for bios and photos from Cassandre for the fundraiser.

Peter suggested that the on-line pledge for HT have a designation for Haiti Educational fund.

He also suggested that we tell them how to make regular contributions to the Haiti fund.

Hap will check into this. Earl will give a talk at the dinner about Haiti students and Hap will make "the ask" about funds. Peter suggested that we do a party on Shrove Tuesday and have children to dress up and make that a fundraiser for Haiti

Harry suggested that there will be an effort to send more people to Haiti so they can see it firsthand.

- 5) Trehel/Signature Survey. Peter asked if there are things that we want to bring forward from Outreach. He said one of the main things we may be interested in are the fellowship hall and the kitchen. There were suggestions about how we might improve our current facilities with a view for what we might do with the new property. Trehel said to not do anything short term until look at the long view. Hap explained that Trehel is a design/build company. They are starting from a planning phase to come up with a general plan, starting with a survey. Cindy said that the survey is somewhat limited if you do not have software to complete a PDF.

ATTACHMENT G – page 3

- 6) Next meeting date will be circulated. Meeting adjourned at 7:32 pm.
Respectfully submitted,
Rachel M. Mayo

Positioning Statement – Episcopal Day School, Holy Trinity Episcopal Parish

Mission Statement: The Episcopal Day School (EDS) is a ministry of Holy Trinity Episcopal Parish that prepares pre-primary children of the community for their future by loving and teaching them in a Christian environment.

The nonprofit school was founded in 1960, and at points in its history, the school has served children in 2K – 1st grade. The school currently serves grades 2K–4K, with 2-day, 3-day and 5-day options, classes from 9 a.m.–noon, and options for morning and after-school care to form a full day every day, or on an as-needed basis.

EDS nurtures children in a Christian environment, with a program that promotes growth in all areas of development: social, emotional, physical, spiritual and intellectual. For the 2018-19 school year, EDS adopted a researched-based Pre-K curriculum, Get Set for School, designed by Learning Without Tears. Children attend chapel every day, and during the week attend classes for music, creative movement, foreign language and library. They take field trips throughout the year and host visiting speakers and special events.

EDS is one of several options for preschool/daycare in the Clemson area. Other school options for this age group include:

- First Baptist Church – full-day daycare only, infant-4K
- Clemson United Methodist (Little Lights) – full-day daycare only, infant-4K, as well as Mother’s Morning Out (1-4 days/week, 6 months – 3 years).
- Fort Hill Presbyterian – half-day programs for 2 days/week for 2k, 2 or 3 days/week for 3K, 3 or 5 days/week for 4K
- Kids Stuff Academy – full-day daycare for infants to 5th grade
- Clemson Montessori School – half- and full-day options for grades 2K+

New to the market are two programs under construction: Clemson Creative Academy in Patrick Square for infants–4K, and the Clemson University Daycare Program (details TBD, but projected to serve infants through 4K with full-day options).

The target audience for EDS communication efforts includes three distinct groups, which each need specific messages:

1. Families of infants and young children who either live in Clemson, or commute to Clemson for work or school. This includes families who attend or teach at Clemson University, as well as those in town for other reasons.

ATTACHMENT H – page 2

2. Members of Holy Trinity Parish, whose support (monetary, emotional, and more) is essential to the ongoing success of the school and its mission.
3. Clemson area community members and Clemson University employees, who are sought after for donations and grants, and relied upon for positive word-of-mouth and support.

EDS currently communicates with the public mainly through word-of-mouth and personal relationships (community events and location). Locals, including business owners, often know about the school because friends and/or family members once attended. The school uses Facebook (its own page and the church's page), but needs a thoughtful digital marketing strategy to better communicate with and expand their three target audience groups.

The differentiators that set EDS apart and should be showcased in all marketing efforts include:

1. EDS is one of the only preschools in the area that uses a research-based curriculum—combined with creativity, music and language, and delivered by experienced and educated staff—to offer an academically focused preschool experience combined with the values of a Christian education.
2. EDS offers more flexible scheduling options than most preschools, in that parents can choose how many days their children attend, and how long they stay during the day – sometimes changing it as they go. While other schools require commitments to all-day care or only have certain days open, EDS offers several scheduling options to accommodate a variety of needs.
3. EDS has a prime location within walking distance of the university, allowing Clemson employees and students to limit driving and parking challenges.

EDS is facing some new challenges as two new preschool/daycare programs are entering the area. However, the City continues to grow, as does the number of families with small children, so EDS sits at a unique time to promote its strengths to continue to attract families and to fulfill its mission. Thus communications and marketing for EDS should focus on three main goals: 1) attracting more interested families to apply to and then choose to attend the school; 2) promoting the school's differentiators and celebrating its strengths externally and internally; 3) increasing its exposure and familiarity throughout Clemson's various communities.

By celebrating its history, location, differentiators and families, EDS will be well positioned to exist for 50 more years in a supportive parish and grateful community.