

**VESTRY MEETING – 1 JUNE 2020, 19.30, via ZOOM
ALL SAINTS' CHURCH, WATERLOO**

Present: Mike Breton, Bill Bythell (Senior Warden), Nick Fern (Junior Warden), Rev. Sunny Hallanan (Rector), Susan Downhill, Gabrielle Conforti-Quinet, Stefan Jochems, Kathi-Sue Rupp, Katie Osweiler (Curate)
Staff: Fiona White.

1. Mike Breton opened the meeting with a **prayer**.
2. **Absence:** There were no absences.
3. **Approval of minutes** The minutes of the May Vestry meeting were accepted.
4. **Vestry check-in:** Mike Breton was aghast at the angry protests in the USA and around the world. What's it about? A black person murdered, police brutality, something else? Sunny Hallanan said a South African in America had summed it up by saying that people are locked in and anxious, being told they are essential workers but not supplied with protective clothing and paid minimum wages. Then three events, all captured on video & broadcast around the world, came together to create this situation: a black man was hunted down in Georgia and killed; a woman walking a dog off the lead in New York in a bird watching area came across a black man watching birds and called the police, falsely accusing him of attacking her when he asked her to put her dog on a lead (as was the requirement); George Floyd was apprehended by police in Minneapolis, who knelt on his neck, killing him. This could've happened in Brussels. A 'Black Lives Matter' march was due to take place on 2 June but was cancelled when no one claiming to organize it came forward. It seems that Trump supporters are getting the riots started in the USA then disappearing. This leaves us feeling helpless. Holding a protest in today's conditions is very difficult. What can we do? The Church has taken a stance against racism. Nick Fern said that the current situation is leading people to be more susceptible to anger and provocation. Stefan Jochems asked if there was an official reaction from the Episcopal Church. Sunny said there was and that she'd send it out to the Vestry. She added that there had been an interfaith service earlier in the day for reaching 100,000 Covid deaths in the USA and the racism issue became part of the service. The APL is running a program on racism in three weeks time.
5. **ASC proposal to Bishop Edington regarding re-opening our church:** The Vestry had reviewed their answers from the previous meeting but the points referring to bathrooms and cleaning were discussed at the meeting, together with masks and using the microphone.
It was felt that if the cleaning products were left in the bathroom with instructions, people using it could clean after their use.
Sunny would offer two services – at 09.00 and 11.00 – to enable more people to come. This would mean that all surfaces in the church have to be cleaned thoroughly between the two. A team of volunteers will be needed for this, directed perhaps by the two ushers. The church's cleaner would do a thorough clean when he comes on Tuesdays.
10m² per person is the current spacing. It is hoped this will be reduced relatively quickly. Masks must be on at all times.
Katie Osweiler and Sunny have found that clingfilm over the microphone works. Readers can come to the front with their own piece of plastic that they remove when they've finished reading.

We need to improve our sound system and video equipment. Our current projector is 12 years old and is now not state-of-the-art. The equipment needed will probably cost €2,000. The Convocation will grant us up to €1,000 so we would have to match it but this would be a good investment for ASC.

Sunny had hoped that Marc Smets-Tolley could run the technology but his husband is very vulnerable so he shouldn't even be asked. Kathi-Sue Rupp offered to help with this.

A survey will go out to the parish, which will include their choice of service time, whether they are willing to help with the cleaning, etc.

Luckily the church has two separate doors through which to enter and exit the building and two separate doors to enter and exit the church space.

Stefan reported that the doors of Catholic churches are already open. Sunny said that we are governed by the Anglican Central Committee of churches in Belgium. She will send a copy of this report to this group and one to Bishop Edington.

Sunny suggested a Zoom meeting with the Vestry after the first service has taken place. Masking tape will be used to mark the floor for the first week to ensure the routing is correct then some more permanent marking can be used.

There can be no singing but there could be recorded music at the beginning and end of the service. Kathi-Sue said it would also be possible to play the bells from the balcony.

All members of the Vestry approved the plan.

6. Committee reports:

6.1. Finance & property

- a. Mike reported that he has a quote for repairing the edge of the roof. The cost will be €2,500. This will have to be put on hold for the time being.
- b. A few more transfers have been made to the bank. He has been able to provide a discretionary fund to Sunny.
- c. He asked Bill Bythell and Katie to give him the bank details for Belgium Kitchen so he can pay the outreach money to them.
- d. Regarding the pension fund contributions, Mike is holding on the next payment.
- e. He pointed out that the Handford Fund could be used to pay for the technical equipment.
- f. The church is still solvent.

6.2. Christian education

- a. Kathi-Sue reported that bible study is continuing. There will be more educational activities once quarantine is over. Sunday School at the new time of 10.30 on Sundays is working well.
- b. Sunny reported that bible study is about to complete the First Book of Peter, then she will go back to studying the reading that the preacher is not preaching on.

6.3. Pastoral care

- a. Bill reported that virtually everyone is present at something that ASC is offering on Zoom. All are in good health.

- b. Following Nadia Molenstra's accident when she broke her femur, Nick has been giving valuable support to both Nadia and Hannah Pandian.
- c. Sunny suggested that it would be a good idea if all the parishioners on the list were contacted again. Some people are very much on their own.

6.4 Visibility

- a. See Stefan's email to Sunny at the end of these minutes. A discussion ensued on whether now was a good time to bring in new people or whether it would be better to wait until things are more settled following re-opening. In the end it was agreed that a maximum of €100 (approved unanimously by the Vestry) is used for attracting people to our Facebook page for 10 days (@ €5 per day) and then an advertisement is on our Facebook feed for 30 days (@ €1 per day).
- b. Sunny felt this would help to bring new people to our Wondrous Wednesday services, which do attract new faces already as they are good events to appeal to outsiders. Subjects coming up in June are Refugees and Global Pride.

6.5 Fellowship

- a. Susan Downhill reminded the meeting that we had been hoping to have the church picnic in Nadia and Hannah's garden again. This certainly isn't going to happen this year.
- b. We could have a Zoom party. Someone would need to be ready with a couple of questions to encourage chatting. It's been noted that people are less willing to talk during 'coffee hour' after the service these days.
- c. Susan suggested that we could have break-out groups on Zoom but each of these groups would need to be managed by someone.

6.6 Outreach/Mission

- a. Bill and Nick said they had nothing to report.
- b. Felicity Handford has offered to drive around the area and collect shoes and summer clothes and take them to the refugee centre.

7. Other business:

7.1 ASBL update: There was nothing to report.

7.2 Additional Vestry meeting: In light of the church re-opening, it was agreed to have an extra meeting on Monday, 6 July.

- 8. Curate's report:** Katie said that she didn't have much news. Children's time has now moved to just before the Sunday service and is working well. Like Sunny, she is busy researching technical equipment for when the church re-opens. The Convocation youth had their last meeting last week but they put together a great video for Pentecost. With Sunny's agreement, she will remain here as Curate beyond the original plan to leave this month. She and Victor have decided they are going to stay in Brussels, although they have to move out of their current home by 1 September. All the Vestry were very pleased that Sunny said 'Yes'! In the meantime, she will spend mid-June to mid-July in Alabama doing more military training, and will also have a week and a half in Ramstein, Germany in August.

- 9. Rector's report:** Sunny is not going to take a sabbatical during the pandemic - there would be no advantage.

She has put in a grant application for Georgia but not for Mons as without services no money is being spent. Mons is proving a challenge because no available space large enough can be found for them to meet. Also, without singing and eating, most would not come. Mike has enough money set aside for Mons for next year.

As for the other missions: Charleroi has nothing happening there as all the parishioners are high risk. St Servais' current space will only fit two people and they have had no success so far in finding a larger space. Georgia can meet from next week but don't have a priest until the borders open.

- 10. Closing prayer:** Mike closed with a prayer and the meeting adjourned at 21.20.

* * * * *

Visibility Report

Last Vestry Susan and I brought up the possibility of Facebook ads and, if I remember correctly, the Vestry approved the principle of such ads. Hence some more info and a proposal... (sorry for the delay):

A. Info: you'll find some screenshots from FB (see document below) to show what our target audience could be:

-- For 1 ad: Self-identified Episcopalians, (American) Congregationalists, Evangelical Lutheran Church in America and Methodists in Belgium: about 3,800 people

-- For 2nd ad: Self-identified Anglicans in Wallonia (there's some overlap): 17,000 people

- As to cost: FB has different ways of paying for ads: either linked to results (people reached), or fixed budget (either fixed amount for the entire campaign, or fixed amount per day)... 1 euro/day is the minimum price (for that price the ad comes up in FB feed of people, but if it's clicks on the ad/likes of our page we want, the minimum price would be 5 euro/day).

- As to message: I think a "Promote our Page" Ad normally just takes the text from the "About" section of the All Saints Facebook Page, however it's possible to change the image (photo, video, slideshow). As this is our first time, we'll only know if we can indeed add in a specific text once we actually put one up.

If it's only possible to keep to the "about" text, maybe we should think about changing the wording for the duration of the campaign: to keep it as simple as possible and to include a reference to our online-streaming of services on Sunday and Wednesday (so maybe temporarily dropping the hours for Mons and Charleroi)

- Once the ad has gone out into the ether, it's possible to regularly track its success through FB.

B. What if we do a test run?

- 5 EUR for 10 days targeting the Episcopalians/Methodists/Am. Lutherans

- 1 EUR for 30 days targeting the Anglicans in Wallonia

(Total budget: 80 EUR)

Afterwards we can analyze the numbers.

What do you think?

Budget wise, we can advance the budget or take it up with Nick and Mike?

Stefan Jochems

How would you like to grow your business?*

Creating an ad helps get you more of the business results you want.



Get Started With Automated Ads

Get personalized ads that adjust over time to help you get better results



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Get More Messages



Promote Your Page



Recommended

Get More Subscribers



Recommended

Get More Website Visitors



Get More Leads

Promote Your Page



Preview: Mobile News Feed

People you choose through targeting

Anglicans in Wallonia

US liberal protestant churches [Edit](#)

Location - Living In Belgium

Age 18 - 65+

People Who Match Interests: Congregational church, United Methodist Church, Evangelical Lutheran Church in America or Episcopal Church (United States)

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Brussels expats

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Ads for credit, employment

AUDIENCE

People you choose through

Location - Living In Belgium
Age 18 - 65+

Brussels expats

DURATION AND BUDGET

Run this ad continuously

Your ads will run continuously as long as your budget is available. We recommend a minimum budget of \$500 per day. [Learn more](#)

Back By clicking

Age ⓘ

18 - 65+

Locations ⓘ

Belgium

Belgium

Add locations

Detailed Targeting ⓘ


Include people who match ⓘ

Interests > Additional Interests

- Congregational church
- Episcopal Church (United States)
- Evangelical Lutheran Church in America
- United Methodist Church

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

 Your audience selection is **fairly broad**.

Potential Audience Size: 3,800 people ⓘ

Cancel Save

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Chat

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Promote Your Page

Ads for credit, employment

AUDIENCE

People you choose through

Location - Living in Belgium

Age 18 - 65+

Brussels expats

DURATION AND BUDGET

Run this ad continuously


Your ads will run continuously as long as you have budget. [Learn more](#)

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Belgium

Wallonia

Add locations




Detailed Targeting ⓘ

Include people who match ⓘ

Interests > Additional Interests

- Anglican Communion
- Anglicanism
- Church of England

 Your audience size is **defined**. Good job!

Potential Audience Size: 17,000 people ⓘ

Cancel Save

Cancel Promote

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FAIREU

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Promote Your Page

- Anglicans in Wallonia
- US liberal protestant church
- Brussels expats

DURATION AND BUDGET

Run this ad continuously
Your ads will run continuously as long as you have budget. Recommended. [Learn more](#)

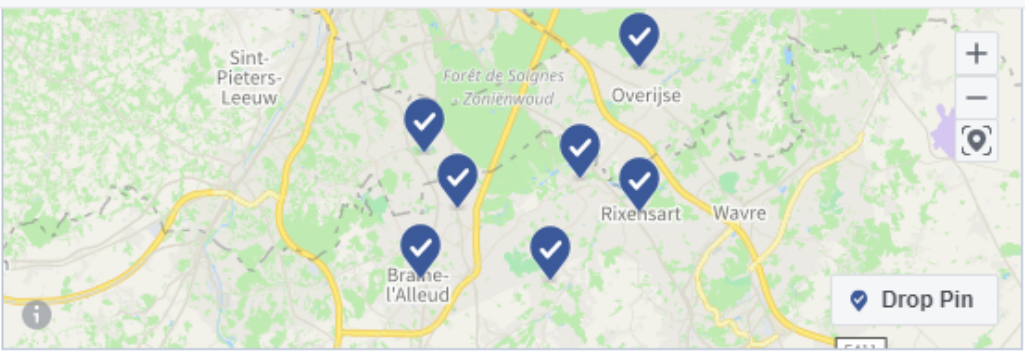
Choose when this ad will run

Duration ⓘ

Days 5

Back ⚙️ By clicking

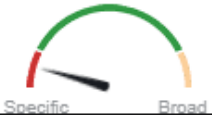
Create Audience



Detailed Targeting ⓘ

Include people who match ⓘ

- Lived in Ireland (Formerly Expats - Ireland)
- Lived in New Zealand (Formerly Expats - New Zealand)
- Lived in South Africa (Formerly Expats - South Africa)
- Lived in UK (Formerly Expats - UK)
- Behaviors > Expats > Lived in United States (Formerly Expats - United States)
- Lived in United States (Formerly Expats - United States)
- Demographics > Work > Employers
- European Commission
- NATO


 Your audience selection is **too specific** for your ads to be shown. Try making it broader.

Potential Audience Size: Fewer than 1,000 people ⓘ

Do you vote? ⓘ ⓘ

VOTE.eu - OR -

Mail your form by 28.02.



Cancel **Promote**

Note: Targeted ad for English-speaking Expats in suburbs south/east of Brussels is TOO SPECIFIC to work for a Facebook Ad.

Promote Your Page



Choose when this ad will end

Duration ⓘ

Days 30

End date May 31, 2020

Daily Budget ⓘ

€1.00

Actual amount spent daily may vary. ⓘ

Estimated 2 - 12 likes per day ⓘ

You will spend a total of **€30.00**. This ad will run for **30** days, ending on May 31, 2020.

Preview: Mobile News Feed ▾



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EU citizens of Brussels! Make your plan:

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Voting abroad? Make sure you ... See More



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Promote

Either we'll have 1 ad that is the same throughout the year (i.e. with the photo of the church), but that might get monotonous after a while, given that our audience is actually very specific and might generally appreciate a warm Christian welcoming message from time to time.

Therefore, we can change the ad seasonally: Liturgical seasons: Advent, Christmas, Ordinary Time (Time after Epiphany), Lent, Easter, and Ordinary Time (Time after Pentecost).

Note: "Promote our Page" Ads just takes the text from the "About" section of your Facebook Page (which might have to be adapted to arrive at a crisp ad-appropriate message), however it's possible to change the image (photo, video, slideshow)

Mock-up of content for a seasonal ad (Easter)



Alleluia! Christ is Risen! Happy Easter from All Saints Waterloo

JOIN the Episcopal Community in Belgium!

- With services in English and French
- Both online and in Waterloo (EN), Charleroi (EN), Namur (FR) and Mons (FR)