

**VESTRY MEETING – 6 JULY 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
Staff: Fiona White.

1. Bill Bythell opened the meeting with a **prayer**.
2. **Absence:** Katie Osweiler (Curate)
3. **Approval of minutes** The minutes of the June Vestry meeting were accepted.
4. **Vestry check-in:** Sunny Hallanan asked those attending for their reports and reflections on the recent Academy for Parish Leadership programs on climate change, racism, refugees & migrants, and youth & children. What did they learn, or not learn? Are these four for us? How much do we want to take from them?
Refugees & migrants: This program was run by ASC's Thomas Huddleston and Shari Brown. Gabrielle Conforti said she appreciated that Waseem, a refugee currently in Wiesbaden, talked about his experiences, including as a refugee helping other refugees. As non-refugees, our role is as an ally, with refugees being thought of as a charity. We need to move on and make them a part of our church and then do outreach, thus with the potential for church growth. Our obstacle is that there are no refugees in our neighborhood, making it a logistical challenge, but we help with Mons and that is an extension of ASC.
Climate change: Nick Fern was very disappointed by the discussion on climate change. They talked more on ethical investment than what we can do. Gabrielle was in a better group, which was more a gathering of ideas and a learning event. We could compete to reduce our carbon footprint. There is a need to motivate people and provide ideas to influence others.
Youth & children: Gabrielle had a good leader, who was modern in her way of presenting. The Convocation is looking at overhauling the ways of teaching, being aware of language barriers, and translating the curriculum using tools used for second-language teaching. There was also talk of training Sunday School teachers Convocation-wide. Stefan Jochems said that intentionality is central. Often church models have children either in for the whole service or out for the whole service. Involving the children, as they are at ASC, gives them a form of ownership.
Racism: This was another disappointing program. The leader was from Boston and didn't connect with Europe. It was made clear that they should check their material first before presenting it to a non-US audience.
General points: Nick feels that Covid-19 has ground work on climate change to a halt. As for an order of importance/relevance for the parish, he would like to see a parishioners' plan for climate change followed by children then refugees and racism. Many present agreed with this order. However, Susan Downhill felt it was important to put the children first. It is harder to do small things with them so greater thought is required. Gabrielle suggested coming up with three or four ideas in each category to help people move forward and make change. Stefan suggested using Facebook to communicate the fact that we're leading by example.
5. **Re-opening the church – how has it gone?:** All those present said it was good to be back and that the signs were clear. The entry lines outside didn't work the first week and there was confusion on 5 July as to whether there

should be a sign-up or not. However, now we are into the next phase so signing up is no longer necessary. There have been problems with the sound quality on the YouTube recordings, often caused by uploading and downloading happening at the same time. On 5 July there were 30 people in church; normally it is 18 on the first weekend of the summer holiday! Sunny was asked if there would be any more changes. She said that probably there won't be any congregational singing until a vaccine is available, which won't be before 2021. The newest rule is that masks must be worn going in and out of the building but they can be taken off in the church, although this is not encouraged. From now on, readers can take off their masks when at the lectern but must maintain their own plastic bag on the microphone. There was a request to put an extra light by the lectern. Kathi-Sue Rupp offered to help with managing the camera and starting the broadcast. This was much appreciated. Sunny says she is happy managing the words of the bulletin, which are projected on the wall behind her, because she has to read it off her phone anyway and operates the page turns at the same time. Sunny was asked why she doesn't have wine at Communion. She says she could but doesn't think it's fair because the congregation cannot. She doesn't understand why there can't be a form of fellowship outside after the service with lemonade and cookies but is persevering with this request via Jack McDonald. He is currently in hospital with a pulmonary embolism.

6. Committee reports:

6.1. Christian education

- a. Gabrielle would love to continue Katie Osweiler's ideas for Sunday School but finds they only work for two of the children. She's open to more ideas.
- b. Bible study continues each Tuesday afternoon but sometimes it is just Sunny and Derek Pullinger. She is happy to change the start time again but those wanting it changed would have to come.
- c. Other services are continuing but the numbers playing Trivia are much lower than before.

6.2. Pastoral care

- a. Stefan reported that Carrefour Spirituelle has started again at St Luc's hospital. There is an age restriction of 50 until mid-July so Jean Urbain has been unable to help as well. Next week Jean and Stefan will alternate week by week. Patients can now have visitors again.

6.3. Visibility

- a. The Facebook pilot project has taken place. Two advertisements were run: one for the Refugee service and one for the Pride service (both in the Wondrous Wednesday series). Attached is a thorough statistical analysis. The general ad reached 1,216 people with a high number of likes. The data showed that the majority of these people were from Flanders and Brussels, rather than Wallonia. The Pride advertisement reached 700 people. It was noted that ASC's reach went up by about one third, mainly from Dutch and French speakers. There is a need to share 'shareable' things, e.g. Katie's songs, which were very popular, the Rups playing handbells, the Presiding Bishop's sermon, etc. We could maybe target an advertisement for animal blessing, Thanksgiving, and post photos of the events afterwards.

It was agreed that Stefan and Susan go ahead with the same for the next two months.

6.4 Fellowship

- a. Kathi-Sue and Darryl Rupp offered their garden for a back-to-school picnic. It will take place on 27 September. The Rups were thanked for their generosity.

6.5 Outreach/Mission

- a. Bill Bythell said that he needed to get information from Katie as regards a special United Thank Offering project.
- b. Gabrielle and Felicity Handford have taken a lot of clothes from the church to the refugees in Brussels. Gabrielle says she is also collecting backpacks for those in need with children starting primary school.

6.6 Finance and property

- a. Nick, Mike Breton and the rector met Bishop Edington over Zoom. ASC will get a grant for €1,000 and an interest-free loan of €1,000 to cover losses caused by Covid-19. We still have not heard about a grant application to purchase equipment to put services out on Facebook/YouTube.
- b. Sunny's pension contributions may be waived for two months.
- c. The church van (an Opel Zafira) was involved in a car accident on 26 June in Hoeilaart. Luckily neither Alasdair nor Fiona White were hurt; the driver of the other car claimed full responsibility. However, the vehicle has been declared a write-off. Mike is waiting to hear what value the insurance company has put on the car, together with the price obtained for the wreck. He asked those members present to consider whether we need such a big vehicle again, maybe something more commercial.
- d. The boiler pump is failing and will cost €500 to replace. We are in the process of getting the whole boiler replaced so it was decided that if the pump goes, it must be replaced but it is hoped it will last until we get a new system installed.

7. Other business:

7.1 ASBL update: Stefan is calling the tax authority on 7 July regarding the invoice received for amending the ASBL committee members.

- 8. Rector's report:** In addition to what has already been said, Sunny reported that this year's Convention in Nice will take place in person and online. Delegates must respond accordingly.

Stefan Jochems left the meeting at this point.

- 9. Vocational Discernment – Stefan Jochems:** Kathi-Sue, as leader of the Discernment Committee, led the discussion. Questions were asked by Vestry members to clarify their understanding of the report prepared by the committee. Following the discussion, the motion was carried unanimously to approve Stefan to go forward to ordination.

- 10. Closing prayer:** Bill closed with a prayer and the meeting adjourned at 21.29.

PILOT FACEBOOK ADS: Page ad and event ad

1) Page Ad: 1€ per day to show ad to 5,600 users in Belgium who like US liberal protestant churches and ≈1,000 Anglicans in Wallonia. *Outreach goal:* Get them to like/follow our Page.



All Saints' Episcopal Church, Waterloo
Sponsored · 🌐

Join the Episcopal community in Belgium!
- with services in English and French
- both online and in Waterloo (En), Charleroi (En), Mons (Fr) and Namur (Fr)



All Saints' Episcopal Church, Waterloo
The Episcopal Church serving Belgium. English-speakin... [Like Page](#)

US liberal protestant churches

Potential Audience Size
5,600

Created on May 1, 2020

Anglicans in Wallonia

Potential Audience Size
Fewer than 1,000

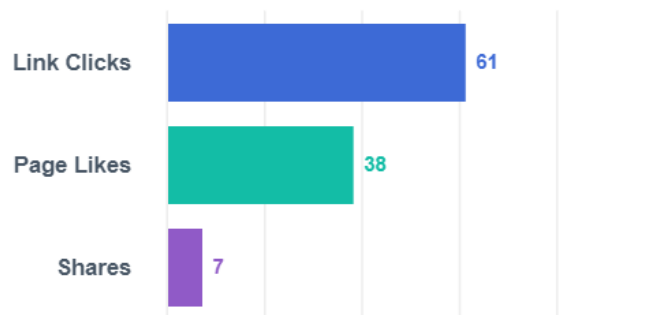
Created on May 1, 2020

RESULTS FROM PAGE AD

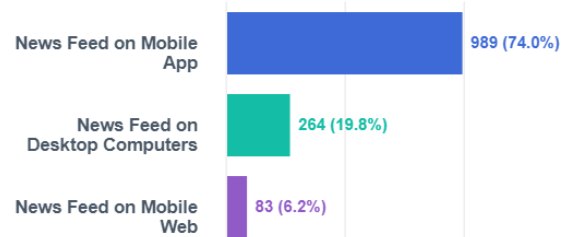
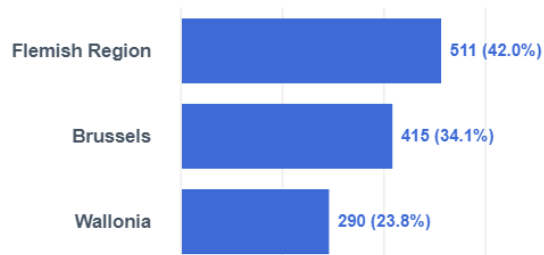
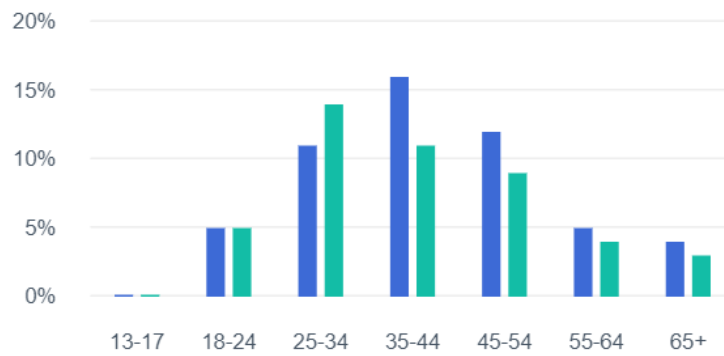
Performance

Page Likes	Reach	1,216
38	Cost per Page Like	€0.67

Engagement on Facebook



53.1% **Women** 46.9% **Men**



2) EVENT AD: 2€ per day over 5 days to show ad to sub-group of our target group (Belgian liberal protestants/Anglicans who like LGBT/Pride). Outreach goal: Get them to RSVP for our event.

SPECIAL AD CATEGORY 🔍

Ads for credit, employment or housing offers. [Learn More.](#)

AUDIENCE

People you choose through targeting Edit

Location - Living In Belgium

Age 18 - 65+

People Who Match Interests: Congregational church, Presbyterianism, United Methodist Church, Episcopal Church (United States) or Anglican Communion

And Must Also Match Interests: Gay pride or LGBT community

[Less](#)

People who like your Page

People who like your Page and their friends

People in your local area

Preview: Desktop News Feed ▼

All Saints' Episcopal Church, Waterloo

Sponsored · 🌐

Join the Global Pride celebration of the Episcopal Church in Belgium! We are proud to stand with the LGBT+ community and continue the work to make our churches open and welcoming places to all who seek God's ever-present love.

ALL are invited to take part in this celebration of God's universal embrace – a member of the LGBT+ community, a relative, an ally, a friend or a well-wisher. If you like, you can also contribute by proposing to read or sing, or by sending your ideas on the prayers, testimonies, songs or poems that you want to hear on that day!

You can follow the service on Facebook Live. Or send us a message to join us on our password-protected zoom service.

RESULTS FROM EVENT AD

Performance

You've spent **€10.00** over **5 days**.

Event Responses	Reach	713
11	Cost per Event Response	€0.91

Activity

Activity on Facebook

Link Clicks	15
Event Responses	11
Comments	3
Share	1

Preview ...

Join the Global Pride celebration of the Episcopal Church in Belgium! We are proud to stand with the LGBT+ community and continue the work to make our churches open and welcoming places to all...

Audience ...

This ad reached **713** people in your audience.

People Placements Locations

55.3% Women **44.7% Men**

Audience Name Belgium, 18 - 65+, Interests:...

OVERALL RESULTS OF FACEBOOK PILOTS (1 June until 5 July)

1) **22% increase in our Page's followers (from 369 to 451, so 82 new followers!)**

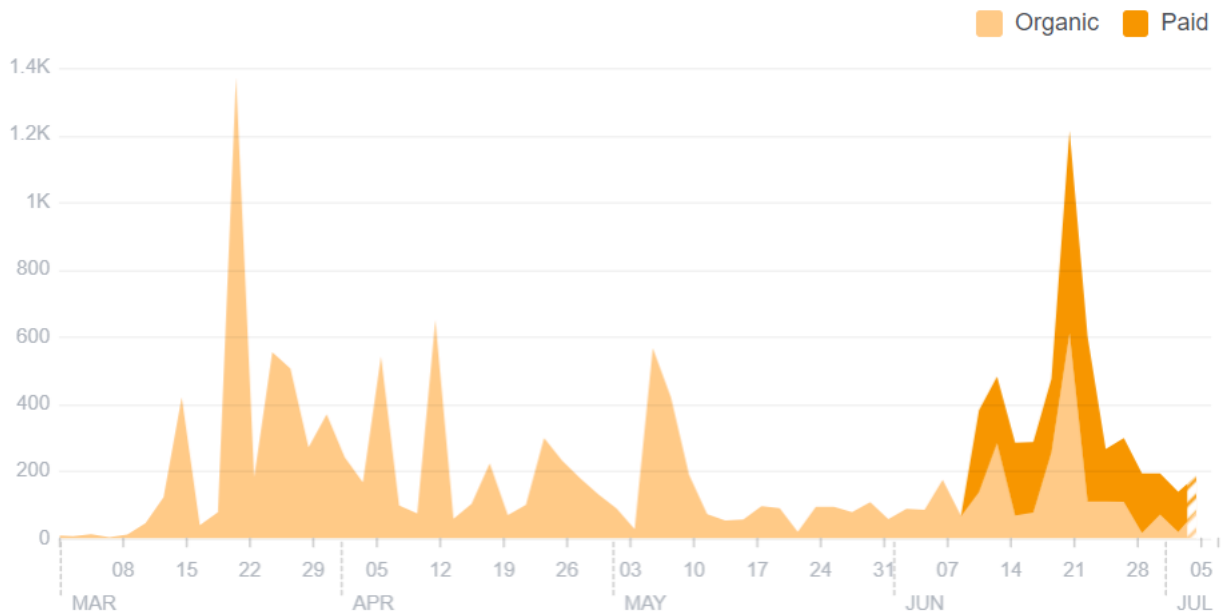
Total Page Followers as of Today: 451


































2) **Double our Page's reach by ≈150-200 users per day (reach = # of users who see us)**

Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



3) More popular posts (see below most popular posts since lockdown)

All Posts Published					The number of people your post reached who then liked, commented, shared or clicked on your post.		
					Reach	Engagement Rate	
03/20/2020 6:26 PM		Here's a little idea we had to help us stay connected. What do you think?	 	2.4K	<div style="width: 100%; height: 10px; background-color: orange;"></div>	15%	<div style="width: 100%; height: 10px; background-color: #c0392b;"></div>
04/01/2020 2:26 PM		Another classic hymn sing-a-long! Rock of Ages  This video features	 	1.1K	<div style="width: 75%; height: 10px; background-color: orange;"></div>	10%	<div style="width: 100%; height: 10px; background-color: #c0392b;"></div>
03/21/2020 5:40 PM		Here's another sing-a-long for this Sunday's service.	 	985	<div style="width: 50%; height: 10px; background-color: orange;"></div>	13%	<div style="width: 100%; height: 10px; background-color: #c0392b;"></div>
05/29/2020 12:57 AM		All Saints' Episcopal Church, Waterloo	 	838	<div style="width: 40%; height: 10px; background-color: orange;"></div>	13%	<div style="width: 100%; height: 10px; background-color: #c0392b;"></div>
05/06/2020 8:02 PM		Julian of Norwich	 	822	<div style="width: 30%; height: 10px; background-color: orange;"></div>	5%	<div style="width: 100%; height: 10px; background-color: #c0392b;"></div>
06/10/2020 8:00 PM		Wondrous Wednesday - St Columba of Iona	 	813	<div style="width: 25%; height: 10px; background-color: orange;"></div>	5%	<div style="width: 100%; height: 10px; background-color: #c0392b;"></div>
04/27/2020 3:43 PM		Do you ever wonder what it would be like if the disciples had Zoom?	 	792	<div style="width: 20%; height: 10px; background-color: orange;"></div>	8%	<div style="width: 100%; height: 10px; background-color: #c0392b;"></div>
04/17/2020 9:53 PM		Congratulations to THE CHAMPS for being the champs of our Trivia	 	785	<div style="width: 25%; height: 10px; background-color: orange;"></div>	8%	<div style="width: 100%; height: 10px; background-color: #c0392b;"></div>
03/25/2020 3:10 PM		Our next installment of Singing with the Saints is an all-time favorite for	 	769	<div style="width: 20%; height: 10px; background-color: orange;"></div>	13%	<div style="width: 100%; height: 10px; background-color: #c0392b;"></div>
06/21/2020 3:42 PM		Happy Pride from the Episcopal Community in Belgium! Our church	 	766	<div style="width: 25%; height: 10px; background-color: orange;"></div>	14%	<div style="width: 100%; height: 10px; background-color: #c0392b;"></div>

4) MUCH greater reach in Belgium: Compare current Page 'followers' on left...

Your Fans | **Your Followers** | People Reached | People Engaged

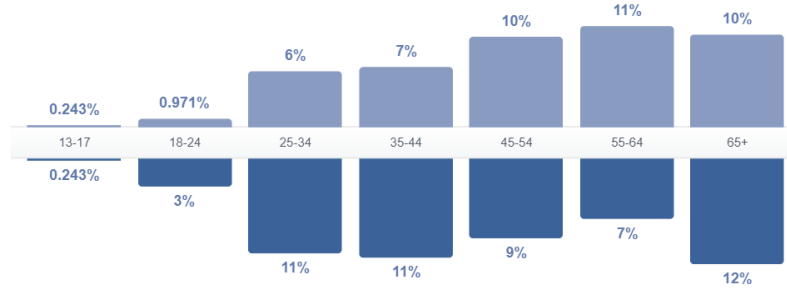
The people who follow your Page. This number is an estimate.

Women

46%
Your Followers

Men

53%
Your Followers



Country	Your Followers	City	Your Followers	Language	Your Followers
Belgium	139	Brussels, Belgium	64	English (US)	202
United States of America	93	Paris, France	8	English (UK)	89
United Kingdom	40	Frankfurt, Germany	8	French (France)	41
Germany	27	London, United Kingdom	7	German	16
France	12	Namur, Belgium	7	Dutch	15
Italy	11	Antwerp, Belgium	6	Italian	8
India	9	New York, NY	6	Dutch (Belgium)	8
Netherlands	7	Philadelphia, PA	5	Spanish	6
Norway	6	Munich, Germany	5	Swedish	4
Canada	6	Aalst, Belgium	5	Norwegian (Bokmal)	3
Nigeria	4	Mechelen, Belgium	4	Arabic	3
Sweden	3	Charleroi, Belgium	4	Portuguese (Portugal)	3
Georgia	3	Leuven, Belgium	4	Norwegian (Nynorsk)	2
United Arab Emirates	3	Mons, Belgium	3	French (Canada)	2
South Africa	3	Cincinnati, OH	3	Portuguese (Brazil)	2
Austria	3	Abu Dhabi, United Ara...	3	Ukrainian	Chat (93)

...to our current 'Reach' of users seeing our Posts/Ads/Reshares on right!

Your Fans | Your Followers | **People Reached** | People Engaged

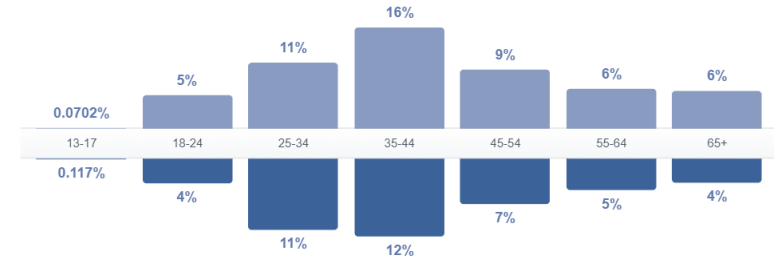
The number of people who had any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.

Women

54%
People Reached

Men

44%
People Reached



Country	People Reached	City	People Reached	Language	People Reached
Belgium	2,220	Brussels, Belgium	883	English (US)	1,725
United States of America	983	Antwerp, Belgium	173	English (UK)	709
United Kingdom	313	Birmingham, United Ki...	103	French (France)	604
Germany	100	Ghent, Belgium	93	Dutch	358
Netherlands	88	Liège, Belgium	58	Dutch (Belgium)	157
France	79	London, United Kingdom	57	German	138
Poland	67	Leuven, Belgium	55	Spanish	113
Italy	36	Washington D.C., DC	50	Polish	76
Canada	26	Mons, Belgium	48	Portuguese (Brazil)	65
Greece	22	Paris, France	47	Spanish (Spain)	51
Ireland	19	New York, NY	40	Italian	41
Philippines	17	Namur, Belgium	37	Arabic	38
Norway	16	Charleroi, Belgium	32	Portuguese (Portugal)	33
Austria	14	St. Vith, Belgium	27	Romanian	26
Australia	14	Mechelen, Belgium	26	Greek	15
Vietnam	14	Aalst, Belgium	25	Vietnamese	13
Sweden	13	Athens, Greece	22	Swedish	11