

ELDER MEETING MINUTES - JANUARY 2014

WITW Ministry Deep Dive – Janine Nelson, Fred Adams

- Robert Jones: The Lord has presented an opportunity; we are in the early stages of it. Discussion here requires absolute commitment to confidentiality regarding it. Asks for verbal commitment of each attendee to keep the topic is strictest confidence. Each in attendance agreed.
- WITW History Review – 4 out of 10 first time visitors are WITW listeners. 46% of people watch Christian TV at least once per month. Typically morning viewers are higher donors.
- TBN has not done this for any other ministry. They are interested in the Aurora facility. 4 million cash proposed on closing. TBN wants to buy the Aurora property. The 4 million would allow us to pay down on debt to the balance of this year. We would be able to use it as space allows for church and recording. We would relocate eventually. TBN would exchange a significant amount of TV time (beyond the 4 million) to spend on TV time. TBN is 501(c)3 not-for-profit organization.
- We are independently verifying the value of the building.
- Functional Obsolescence – getting towards end of useful tech life of Aurora. Not in a position to begin replacing that equipment. 4 million is significant / majority of total value in today's market if we were to put the building on sale in general market. But, Aurora studio is overqualified for what we need to produce video, etc.
- Would look for better facility for Aurora congregation. Looked at several properties that fall into different funding models: donation, rental. Through the surplus we could fund a new facility.
- Past weekends' attendance has been at 70% capacity for adults which is when we would start thinking about adding a fourth service or expanding. Aurora
- Elder Board will need to empower ELT to drill down with this along with XLT to make decisions. The full Elder Board will have final say. ELT will do the work with the authority to recommend with opportunities to review and provide consensus. This is, in practice, how we want to operate going forward. This is not a start-up but capturing an adjacency. Leveraging a lot that is already in place. Financial piece in the most tucked-in piece. We would not be taking on a debt but an asset.
- 30-day prayer guide distributed to prepare for February meeting. Hope to come to consensus then.
- Hope is that starting in May show will air on weekends. Then in September we will add daily shows. Plan is to get two to three shows from one Sunday preach. We provide the content, they help us reach viewership. We have been capturing usable video since the Rolling Meadows remodel.
- Why now? To extend ministry, accelerate church planting, we have been offered prime broadcast placement.
- Project would be self-funding plus surplus would help accelerated debt reduction, but the ministry reach is the exciting part. Not require funding from the church. It would be through donations like the radio program. TV donors tend to give higher amounts than radio listeners.
- We need to have a strong trust relationship to protect our strong resource in James and preaching gift. Matt Crouch is trying to take the station in a more conservative direction.
- James would not sit on the board of TBN
- We would continue daily radio broadcast while airing on TV
- Risks: Consider reputational risk of Harvest. Could we survive this additional ministry? Consider potential fallout per lessons learned from past Elephant's Room events and critics of theology by association. We want to be known as "the Bible people."