



A MESSAGE FROM PRESIDING BISHOP ELIZABETH EATON



Dear friends in Christ,

Over the past year we have continued to experience changes in the world around us. Even as our church finds ways to adapt to this changing world, we find hope in the unchanging and always present promise of God's love through Jesus Christ. We change and adapt not to conform to the world but because we believe that the gift of God's Son is for the world, and that our congregations and worshiping communities are places to gather and be sent into the world, where we will tell the story of God's love in word and deed.

The ministries of our congregations, our synods and the churchwide organization provide ways for the church to move beyond the boundaries of structures and geography and to share God's love with people in our neighborhoods, our cities, our country and beyond. We engage in this ministry knowing that our church walks by faith, trusting in God's promise in the gospel, and that we exist by and for the proclamation of this gospel word. In John 15:5, Jesus reminds us, "I am the vine; you are the branches. Those who abide in me and I in them bear much fruit, because apart from me you can do nothing." We are connected by the promise that we do all through Christ and can do nothing apart from him.

God gives the Holy Spirit, who uses gospel proclamation — in preaching and sacraments, in forgiveness and in healing conversations — to create and sustain this faith. Just as we rely on God to sustain our faith, we rely on each other to sustain the ministries that offer God's love to the world. Through your generosity to each expression

of this church — your congregation, your synod and your churchwide organization — you add to our collective voice proclaiming God's love for all.

I am grateful for your generosity over this last year. My gratitude spreads far beyond your generous financial gifts. You've shared your gifts of time through countless hours of volunteering, serving and accompanying. You've shared the gifts of your voices as we've tried to discover and learn how God is calling us to be the church now and into the future. And, finally, dear church, you have shared the gift of the realness of God's love with the world around you. Be well, dear church, and stand steadfast in the promise of God's love and grace as you take that promise with you into the world.

Elzaluon la Este

The Rev. Elizabeth A. Eaton Presiding Bishop Evangelical Lutheran Church in America

branches. Those who abide in me and I in them bear much fruit, because apart from me you can do nothing. John 15:5

AGENDA ANNUAL CONGREGATIONAL MEETING HOLY CROSS LUTHERAN CHURCH

February 4, 2024

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Old Business

New Business

Closing Prayer and Adjournment

HOLY CROSS LUTHERAN CHURCH ANNUAL REPORT 2023

Staff, Officers, Council, and Chairs of Committees and Teams

STAFF

OFFICERS

Pastor Janice Hawley

Office Project Manager Carrie Curnutte

Traditional Worship Music Director John J. Hamill III

Contemporary Worship Music Director

Dave Reinking

Social Media & A/V Technical Director

Court Templeton

President David Winkler

Vice-President Donna Jackson

Financial Secretary Clarence Jentes

Treasurer Greg Miller

Recording Secretary Penny Rudolph

EXECUTIVE TEAM

David Winkler Donna Jackson Kevin Aleshire

CHURCH COUNCIL

Kevin Aleshire Kari Brangan Kelly Caligiuri

John Hanson Donna Jackson Bob Morin

David Winkler

COMMITTEES and TEAMS

Church Property Steve Kuhlman

Finance David Ristau

Garden Darlene Kuhlman

Social Activities Kelly Caligiuri

Vision Team Madde Hanson

Youth Kevin McCracken

Minutes of the Annual Congregational Meeting Holy Cross Lutheran Church February 5, 2023

CALL TO ORDER – Council President David Winkler called the meeting to order at 11:25 a.m. Dave let us know that we would be acknowledging individuals for their notable contributions to Holy Cross throughout the meeting.

OPENING DEVOTION – Dave asked Pastor Janice to open the meeting in prayer. She referred us to page 37 of the annual report to access a reading and prayer from the ELW. Pastor led the reading and then offered a prayer. She thanked Dave for an awesome year.

ADOPTION OF AGENDA – Dave asked if any changes were needed to the agenda printed in the annual report. No changes were requested. Philip made the motion to adopt the agenda and several persons seconded it. All 59 members present voted Aye to adopt the agenda as printed. No nays were heard.

STAFF, COUNCIL AND COMMITTEE CHAIRS

The following Council members are completing their terms: Dave Winkler, Renate Hawn and Ryan Napier. Dave and Renate are running for re-election; Ryan is not. Dave thanked Ryan and Renate for their service for the past three years.

Dave also thanked the Mission Endowment Fund members whose terms are ending: John Caligiuri and Pat Goertzen.

He thanked member-at-large Kevin Aleshire and Vice President Donna Jackson, his co-members of the Executive Committee (Donna was unfortunately not able to attend the meeting). Pastor serves on the committee when topics need her consult.

Greg Miller was thanked for his faithful service as treasurer as well as Clarence Jentes for his service as our financial secretary.

Dave expressed appreciation to all heads of teams and committees and to all Council members.

Pat Goertzen was acknowledged for his service counting money each week.

Dave also thanked Pastor, Carrie, Marcus, Dave, and Jack for all they do for us at Holy Cross each week.

MINUTES OF THE 2022 ANNUAL MEETING – Dave asked that all present review the minutes from the 2022 Annual Meeting (pp 5-12) and voice any corrections needed. A correction needed to be made to the name of the head of the Vision Team, Madde Hanson (not Johnson, as written). Then Dave asked if there were motions to approve the minutes as printed. Jill Gehner made a motion and Helen Krull seconded the motion. All present agreed by voice vote to approve the minutes; no nays were heard.

REPORT OF THE PASTOR/PASTORAL ACTS – Pastor shared three main points in regard to the huge pivots we turned this past year. We may have been surprised.

- 1. Completed paying off the Holy Cross mortgage
- 2. Completed the new audiovisual system upgrades
- 3. Began a new process of evaluating a pastor's performance over the past year. Council conducted an appraisal of the pastor and themselves. She received feedback for the first time in 11 years and this was very helpful. Topics that matter were broached during the appraisal and five top priorities were identified.

Pastor referred us to her annual report to see our top 5 priorities.

1. Strategic Identification and training of HC leaders (important for our future). To help with this goal our first 2023 spiritual retreat takes place next week.

- Establish the Vision Team. They took on areas of work that the Strategic implementation team had begun; the transition from one team to the next was smooth.
 (Our Afghan family and how we walked with them were acknowledged. We are asked to consider whether we want to adopt another refugee family.)
- 3. Outreach to families, especially younger families, to grow the church (Pastor will launch a task force this year to promote growth in this area). She is very willing to welcome new neighbors in an effort to increase membership but doesn't want to work alone in that effort.
- 4. Bolster back-to-church events to welcome all and encourage small group connection. Pastor pointed out Pat Goertzen's attendance chart and highlighted the statistics shown there. We now have a new YouTube subscription page. Thanks to Marcus and Donovan. 300 is our average weekly attendance. ELCA has us take out high peak attendance such as we experience on holy Sundays. Pastor sends in 220 as the number for our Holy Cross membership.
- 5. Manage financial resources to shift into ongoing maintenance management for building and grounds and update the sanctuary AV system. The AV system upgrades were completed and provide a higher quality experience. The property committee, headed faithfully by Steve Kuhlman, has shared their 10-year plan for maintaining our facility and making preventive plans for its upkeep.

HOLY CROSS ATTENDANCE TRENDS

Next, Pastor referred to page 16 of the annual report to highlight several points on the attendance chart that Pat Goertzen faithfully keeps. When reviewing the chart keep in mind that the ELCA calculates online views as two persons per electronic device. We will continue to offer worship opportunities in person and online. This is helpful to those folks who are not mobile and those who prefer worshipping from the comfort of their own homes. We are working hard to build our base of believers in Christ. God is doing something new with reaching more people through online streaming.

A rough draft of the Vision Team video was shared. Marcus was thanked for his excellent work.

Jayne Kasten made a motion to accept the report and Mark Rudolph seconded the motion. A voice vote was taken. All present said AYE; no nays were heard.

RECOMMENDED 2023 BUDGET – See page 18 of the 2022 Annual Report.

Greg began discussion of the 2023 budget. See page 19 for the Balance Sheet Summary.

YEAR-END GENERAL FUND HISTORY

2022 Actual and 2023 Proposed Income, Expenses, and Operating Fund Balances
Greg worked with the Finance Committee to create a 2023 balanced budget. They came extremely close! (See page 19 of the report.)

- Total budgeted expenses \$372,481
- Total budgeted income \$362,239
- Budget gap \$10,242

Financial Highlights

By January 20th our mortgage was paid in full – three years early. (We had borrowed money from Thrivent to accomplish this goal in 2022 and throughout 2022 we paid that money back.) On October 31st we burned the mortgage, celebrating the day we had paid ourselves back.

Not having a monthly mortgage payment will help us refocus our intent as a church instead of worrying about making mortgage payments.

Audiovisual Upgrade

Last summer we voted to approve \$50,000 to upgrade our AV system, using vendor Cignal Systems.

The work involved sound booth upgrade, three monitors, cameras, and microphones.

We made an initial \$25,000 downpayment and are ready to pay Cignal in full upon receipt of their final invoice.

Since the new system was installed Cignal provided training documentation and training to staff who work on AV each week.

To finance the AV upgrade we used funds from the Mission Endowment Fund (MEF), existing funds from the old WAVE Fund, money from Thrivent, and individual contributions from members of Holy Cross. The designated estate fund was never accessed.

2022 and 2023 Recommended Budget

Income was over budget but so were our expenses, notably in the areas of church maintenance and HVAC costs.

We finished the year close to even. Last year we transferred \$10,000 to the building fund as well as money from MEF.

NEW: *Employee retention tax credit* is all new. During Covid we never laid off employees so under the American Rescue Plan Act we were able to apply for and recoup money. *Paychex* told us we were eligible to apply for this benefit. We qualified because Holy Cross went 55 weeks in a row without worshiping in person while having 8 to 10 people in the sanctuary each week, running the online worship services.

Greg assured us that he is comfortable with the findings of any IRS audit that could occur – we have complied with all regulations and have maintained documentation. We followed all requirements of the Employee Retention Act.

Steve Kuhlman has outlined property expenditures we anticipate facing in the future – including preventive maintenance and/or repair of 17 HVAC units on our property. Next week an AC unit will be replaced – that's already a \$15,000 expenditure!

Greg also informed us of approved pay raises and increases in staff hours worked.

- Carrie's weekly work hours increased from 25 to 27 hours.
- Musicians' salaries were increased 4%.

The youth trip this year will be in Milwaukee so no overnight stays in hotels are included in the budget.

Rocky Stone asked what percent of income is pledged. The answer: 85%!!! Greg will include the information in an upcoming newsletter blast to illustrate giving trends over the past 10 years. Greg also noted that almost all members who pledge fulfill their pledge.

25% to 30% of donations are made online.

Dave Winkler called for approval of the budget. It was moved by Steve Kuhlman and seconded by Jill Gehner. All present voted to approve the 2023 budget as presented.

It was also moved, seconded and all approved the Treasurer's report. (Several motions were voiced simultaneously for the first motion and the second motion.)

REPORTS OF THE STAFF, COUNCIL, TEAMS, AND COMMITTEES

Dave asked for a motion to approve all committee reports and Pastor's report. It was moved, it was seconded, and all in attendance approved all reports as published.

EXECUTIVE COMMITTEE REPORT

Dave Winkler hit the highlights of his report. Most topics in his report had also been addressed by Pastor and by Greg Miller. Dave's emphasis was on the progress we made in important areas over the past year: The mortgage payoff; Audiovisual Upgrades; Launch of the Vision Team; and Holy Cross' continuing outreach to our community.

ROLL WAS TAKEN. Penny verified all persons attending the meeting, recording those present. 59 persons were eligible to vote; 54 ballots were counted (some members left meeting before voting).

ELECTIONS

Nominating Committee Report: Dave mentioned those running for office for both Council and the Mission Endowment Fund, as shown below. Pastor encouraged folks to get out ballots and mark them.

Church Council Members (2 to be elected)

Dave introduced the three candidates for Council whose bios are shown on page 34: **David Winkler, Renate Hawn, Bob Morin.** We were instructed to vote for *a maximum of two candidates*.

Mission Endowment Fund Members (2 to be elected)

Dave introduced the four candidates for MEF whose bios are shown on pages 35-36: **Diana Jost, Gary Prellwitz, Jayne Kasten, and Dennis Hawley.** We were instructed to vote for *a maximum of two candidates*.

Dave thanked all candidates for their willingness to run for office. He asked if there were any questions for any candidate; none were raised.

Dave requested nominations from the floor; no nominations were heard.

Dave let members know it was time to vote, instructing all to mark ballots with up to two choices for each category (Council and Mission Endowment Fund).

CONSTITUTION AMENDMENT VOTING

Amendment Wording:

Proposed Amendment to Chapter 10, Article 1 of the Constitution of Holy Cross Lutheran Church, ELCA. To synopsize, if the amendment is approved again, Holy Cross will be able to exercise greater flexibility in determining when to hold its annual meeting. There are no current plans to change the date, but future flexibility would be good to have.

Dave asked if any discussion was needed.

Question: Philip asked if this is the second vote – it is.

Ballots were distributed and members voted.

When votes were tallied all voted aye (46 ballots were counted).

This was the second vote for this amendment. Because it was approved again the amendment is final. Originally, we had planned to vote on two other proposed Constitutional amendments that were amendments to required sections of the Model Constitution for Congregations that had been approved by the 2019 Churchwide Assembly. However, we did not distribute the amendments to members the required 60 days before this meeting. For that reason, we will need to hold a special congregational meeting at a later time to be determined to vote on the other proposed Constitutional amendments for the first time. Then we will have to vote on them a second time at the 2024 annual meeting.

ANNOUNCEMENT OF THE ELECTION RESULTS

ELECTED MEMBERS

Mission Endowment:

Diana Jost and Dennis Hawley

Council:

David Winkler and Bob Morin

OLD BUSINESS

No old business was discussed.

NEW BUSINESS

No new business was discussed.

ADJOURNMENT AND CLOSING PRAYER

Dave closed the meeting in prayer.

Kevin Aleshire made a motion to adjourn. Jill Gehner seconded the motion. The meeting was adjourned at 1:02 p.m.

ALESHIRE	Kevin	McCRACKEN	Max
ALESHIRE	Julie	McCRACKEN	Moira
ANDREWS	Courtney	MILLER	Greg
CALIGIURI	John	MILLER	Sarah
CALIGIURI	Kelly	MOSHER	Cathy
DOUD	Christine	NAPIER	Ryan
DOUD	Jerry	NIEBLING	Bud
FRANKLIN	Merry	NOSKER	Lola
FRUEH	Sandy	PAUL	Joan
GARRETT	Clara	PAUL	Philip
GEHNER	Jill	PRANGE	Mike
GOCKEL	Dan	PRANGE	Peachie
GOCKEL	Judi	PRELLWITZ	Gary
GOERTZEN	Pat	PRELLWITZ	Ginger
HAAS	Dave	RISTAU	David
HAAS	Janet	RUDOLPH	Mark
HANSON	John	RUDOLPH	Penny
HANSON	Madde	SIMS	Melissa
HAWLEY	Dennis	STONE	Donna
HAWN	Renate	STONE	Rocky
IBE	Quentin	TYAHLA	Andrew
JENTES	Clarence	TYAHLA	Megan
JENTES	Susan	TYAHLA	Tim
JOKERST	Rick	WEILAND	Cheryl
JOST	Diana	WINKLER	David
JOST	Todd		
KALIN	Sandy		
KASTEN	Clint		
KASTEN	Jayne		
KENT	Bob		
KRULL	Helen		
KRULL	Keith		
KUHLMAN	Darlene		
KUHLMAN	Steve		

59 members attended.

RECOGNITION OF THE PEOPLE BEHIND THE HOLY CROSS MINISTRIES

PERSON/GROUP	SEEING YOUR GIFTS - WE LIFT YOU UP AS HC's GIFT FROM GOD
Keith Krull, Steve Kuhlman	Give me a D for DILIGENT - People believe these persons are on Staff because they are here, fixing, painting, cleaning helping out Notice the new LED Lights above! Arranging for equipment installers / repairers to come in
Darlene Kuhlman	Can you say "GLUE" with me it's the love expressed to people and the one who shows leadership by actively reaching out to others another word for it? DARLENE! (Gardener and Liturgical Artand Let's have Lunch)
Frank Barnhart	Over the past few years, we have come to know this person as being a Strong Interpreter of the Constitution of this Church and he has earned the Nickname of AMENDMENT/BYLAWs & Resolutions "FRANK"!
Helen Krull	Helen scores a C for COFFEE - How would we get through our Sundays mornings without her delicious brew and bagels? AndTHE chief procurement officer for all SAC activities! And working with Feed My Starving Children, FEED THE NEED!
Patrick Goertzen	Ever ready with a smile, Pat is there to gently show us the way at late service. And that's not all, he is a faithful steward safeguarding and counting our treasures each week! Helps with AV too!
Jane Ristau	Did you think the screen shots that guide us through service each Sunday just appear by magic? NopeJane is the magician's assistant (Carrie being the magician) who spends several hours each week creating this magic! Or is it the other way around, Jane?
Moira McCracken & Linda Tyahla And Megan Tyahla and Lexi Rechek	For singing us through the pandemic and beyond! Linda has recommended Traditional Hymns as part of the planning process with Pastor.
Donovan Lucas	Thanks for being BOLD - through Donovan's ongoing efforts we have consistently chartered new territory! Not that he does it single-handedly but we cannot manage without him!
Dave Ristau & Penny Rudolph	'Masterminds' of how to raise the \$ to help secure the AV Upgrade investment! Dave - thanks for your work to man the AV weekly & of the Finance Committee! Hours of devotion! Penny is Secretary-extraordinaire!
John & Kelly Caligiuri	Dynamic- Duo they are! John worked with the University students last year and encouraged them every other week to bring questions and/or challenges to a ZOOM Call Kelly gathers people in SAC and has the heart too for young and old in her midst! ALL SAC TEAM members are recognized, too!!!
Ryan Napier	Heading off of Council - left his legacy of helpful ways to streamline the discussion and lend his talent to the Worship R & R Team!
Clarence Jentes	Oh - WHO YOU GONNA CALL? Do you need to shore up your Pledge or deeply think of Scripture? Here is a leader behind the scenes to help others find connection through his awesome roles: Financial Secretary or Men's Bible Study Leader!
Michael Prange & Rick Jokerst	Oh - WHO ELSE YOU GONNA CALL? There is always Mike who also helps with Men's Bible Study and the newly launched Adult Forum in 2022 - Discussion- based topics that Matter to God - and to us! Rick gives a hand every 2 weeks to make sure participants have the handouts & encourage participation!
Kevin McCracken & Gerry Rechek	They, too, have been a godly duo! Gerry handed the reins of the Youth Group over to Kevin to revitalize it after 2.5 years of tough times in Pandemic isolation! For years, Gerry has led the Group, forming relationships - now the baton has been handed forward! THANKS to you both!
Cindy Lacks	For a couple of years the Pastor has been praying for another teacher to help with Confirmation One who LOVES middle school kids and adds another positive strong vibe!!! The Spirit encouraged her last Pastor to encourage her to teach HERE!
Bud Niebling	When Duty calls, Bud steps forward! Need a Vision Team Leader for Care and Prayer Team of course, Bud, who knows the Value of caring for others, steps forward!
Donna Jackson - VP (the person behind the PREZ) & PREZ DAVE & Kevin Aleshire	Donna - Subject-Matter Expert on OH SO many things our GO-TO for Covid Questions/revising Policies generously shares her wise, helpful perspective! Dave - Willingness to listen and hear the heartbeat of God's Congregation at HC
Member-at-Large Philip Paul	Kevin - strategic thinker with an all-around willingness to jump in and help! (DEACON heart!) Many initiatives are there with Philip - AV Duo with Dave who mans the booth! When you think of Discipleship at HOLY CROSS—He sees the Vision through the eyes of a Disciple for the Congregation Philip moves ahead of others in thoughtful ways!
Kari Brangan	What would the world be like without Kari? OH - we do NOT want to know because the Kids would miss her loving Sunday School teaching as well as the rest of us adults who know she comes to contribute!
Greg Miller	YES - let's hear it for the \$ man who leads with strategic thinking to help HC finish our mortgage and

Sarah Miller and Madde Hanson	Co-Leads for the NEW VISION TEAM - another dynamic Duo with Helen, Philip, (Frank & Lexi also served)
Sandy Kalin	What is the hottest thing? Lunch 1st Thursday of the monthall managed by Sandy Kalin to gather HC friends and others to lunch and DISCUSS!
Jill Gehner	NEW GREEN TEAM Volunteer Leader! Jill actually said YES in a room full of folks with a PASSION that says BRING IT ON!
Morgan and Courtney Andrews	With 24 others from Holy Cross on May 20 th Walk to Cure Arthritis on the "Let'sGoPuppies" Team! Church raised ~\$1000 to add to Morgan's fundraising
Janet Haas	What can we say about a devoted Teacher who steps in whenever called? OH, and teaches SS when needed!
Dee Morin, Joan Paul, Mary Bailey, and Christine & Jerry Doud Lexi Recheck, Moira McCracken, John Hanson, and Mike Prange & other volunteers	Brave Souls who were the 1st Vision Partnership Team - those who jumped in both feet forward in Jan. of '22 to walk with the Family who fled from their country who were there every week HELPING in some way even when we couldn't speak the language. 2nd Partnership Team: Parkway Schools Partnership - Pulled off some Cool events for helping recognize people: For Teachers & Kids who are coming to Elementary School finding a Monday morning Motivation! And for Seniors at North who can't pay Graduation fees more \$ to come!
Mary Bailey	Oh - and by the way - Can anyone do FLOWERS better than Mary?
Max McCracken and Lexi Rechek	Youth LEADERS - they stepped up and in to be a part of the workings of the Committees / Teams when there was a need to reestablish the Nursery during Church – "No worries - we GOT THIS!"
CHOIR	Those who often add lyrics to praises of GOD in WORSHIP - please stand and be recognized! And to Jack, too!
Care and Prayer Team	Stand up if you have been contacting loved ones who cannot attend or have health issues!
Mission Endowment Fund Team	Thanks for your efforts to be wise decision-makers with available funds! To help others in need and this Congregation's needs!
Judy and Dan Gockel	Help organize our Ushers and show up, especially in those fast turn-around times (Like Celebrations of Life!)
STAFF	Each are experts on what they do! They each are professional so the Pastor's job is to help them practice TEAMWORK with each other to serve this HC Congregation better!
AND TO ALL WHO DONATE to the PASTOR'S DISCRETIONARY FUND	YOU MAKE the DIFFERENCE in the LIVES of MANY!

HOLY CROSS LUTHERAN CHURCH PASTOR'S YEAR-END 2023 REPORT

"Spirit-Led, Community-Driven!"



Top 2023 Visionary Priorities:

Continued Staff Development to Further Support HOLY CROSS Volunteers

Marcus Benson – Worked up several videos to update the Community on the Vision Team's progress. His work among us helped us to see what 'SPIRIT-LED and COMMUNITY-DRIVEN' means! Before Easter, he had designed FB Ads and Postcards for Egg Hunt which were passed out to local area and through HC members. We were sad to see Marcus move on 8/31 but are glad he has found a full-time position with another church.

Court Templeton (new Social Media & AV Technical Director) Came onboard October 1st and worked up a weekly plan for Social media posts/reels and videos; is now scheduling all AV volunteers. She utilized voiceovers from HC folks (Mike Prange, Kevin Aleshire, Madde Hansen, Dee Morin, Carrie Curnutte, and Sarah Miller) to create a video for the Vision Team; they provided very positive feedback on working with her. Court has produced quick turnaround time on projects and has written up scripts very well in her first 3 months, especially the 60th Anniversary Video of Holy Cross shared on Reformation Sunday! Our HC Facebook followership rose 3% in 2023 to 427 Followers, adding an 87% Engagement in the past 3 months through the reels and Instagram.

Jack Hamill (Organist/Choir Director/Traditional Music Director) Continued to provide excellent traditional music selections through his Preludes/Postludes and special arrangements with others: Choir, Young Artists, and with three other Groups, such as Harpist and Clarion Brass. Jack's April Organ Concert was well received with 38 in attendance and 170 online. The Holy Cross Choir has sung at several Worship Services (Ash Wed, Maundy TH, Easter, Pentecost, Reformation Sunday, All Saints, Thanksgiving Eve, the Annual Cantata, and Christmas Eve.) Jack has continued to provide more feedback and is working with choir members, even individually, more closely to bring out the best in their voices. We need more tenor and bass voices! *Volunteers, please come and sing with us!*

Dave Reinking (Contemporary Worship Music Director) Has encouraged the Praise Band by bringing several new songs (balanced with plenty of older songs people can sing in the 2nd Service). Dave held a Singers' Meeting recently to discuss what could be done to better support the Singers with Contemporary music. He has selected different keys to better match singers' voices, selected Communion songs for some soloists, and has impressed with them the need to practice with the music. Songs are planned two weeks ahead of schedule.

Carrie Curnutte (Office Project Manager) Managed most things that come to the Office's attention! Carrie handles efficiently and effectively your requests/questions and provides a high level of interaction with other Contacts (General Calls/Groups using the Facility). She produces the Newsletter; manages Constant Contact Mailings and USPS special mailings; updates and prints the Bulletins; and prepares the Slides for Worship. Carrie collaborates with Clarence Jentes, Financial Secretary, and Steve Kuhlman, Property and Grounds. She takes advantage of technology to work smarter, not harder.

EPIPHANY/LENT/EASTER/PENTECOST/GREEN & ORANGE/ADVENT/CHRISTMAS SEASONS

• Each Season in the life of this Congregation is special and we are grateful for the wonderful work of the Sanctuary Art folks who creatively magnify the meaning of each season. KUDOS to Darlene and Steve Kuhlman, Janet Haas, Susan Rockwell, Sandy Kalin, Helen and Keith Krull, and others!

 We held more than 114 Worship services, and I preached at/presided over 100 of them! Thanks to the STAFF, AV TEAM, the Worship Assistants, Ushers, Deacons, Music Directors, Choir, Praise Band, Singers, and Young Artists... and You who come in person/online to WORSHIP GOD!

#1 Outreach to Families with Special Attention to Younger Adults/Families

- Thanks to the expertise of Courtney Andrews, Holy Cross conducted a Focus Group to learn of their interests and needs. We gained insight to help us market the church to others with more relevance.
- **HC held an EASTER EGG HUNT and SPLASH EVENT** Thanks to the Youth Group for Easter and to the SAC Committee and Kelly for organizing a superb Picnic with fun water games for the whole church in August. Both events were well received with an encouraging crowd! We also Blessed the Backpacks during Worship!
- On a Saturday August morning with Kim Knowle-Zeller, HC planned a PARENTS' RETREAT! We hosted 10 participants with Childcare provided by Kari. SAC provided great food snacks. Attendees were few but were open to sharing. The Moms and Grandmothers there found Kim's wisdom from God and encouragement from one another helpful! A visiting young mom won the \$250 Grocery Basket. Some participants exchanged contact information! Holy Cross received a Grant through the Lutheran Foundation for this outreach program. We returned funds we did not need because our crowd wasn't as large as we had planned for. The experiment to reach out and offer young parents a vital workshop was useful; we learned many things about marketing tactics to use in the future like holding an event at a venue outside church and finding suitable times to gather. Perhaps we will work with other mothers' groups to publicize and encourage attendance more actively.
- Gathered input on Youth Directors/Family Ministry positions (Example was from Living Lord in Lake St. Louis and Atonement Lutheran Church in Overland Park, KS) about position descriptions they use for young family ministries. Updated the possible new position description to consider in 2024.
- Court is reaching out to a younger market with **reels/short movie clips**; viewership has increased! Her filmography background is very helpful!

#2 Engage in Strategic Identification and Training of Holy Cross Leaders

- Leadership Development Worked with Council and the Vision Team to raise questions about our leader development from 8 Rungs based on Steve Charleston's book, Ladder to the Light: An indigenous Elder's Meditation on Hope and Courage. We worked from our "Rungs of Faith" to our "Rungs of Transformation" to offer self-reflection and community development.
- Stewardship Team THANKS to the 3 solid TEMPLE MESSAGES by David Haas, Jill Gehner, and Gary Prellwitz, the Team worked to educate and bring God's Abundance into our stewardship conversations! Letters went out with Carrie's and Clarence Jentes' strong support on Nov. 3rd. Emails followed on Nov. 7th and Pledge online is ready! INGATHERING was THANKSGIVING Eve through Sunday, Nov. 26th. Our stewardship goal was 5%.
- Adult Education Supported Michael Prange and Dee Morin with the fall Adult Forum Meetings. I attended several Sundays to speak to the pilot going on here with *Traveling the Way of Jesus*, a CSS-based pilot. Bishop Susan Candea is planning to release the Bible Study in Feb. 2024.
- **Confirmation and Youth Group** Continued to work with leaders Kevin McCracken and Cindy Lacks to support HC Youth in spiritual and mission development.

#3 Establish the Vision Team and Provide Support for building on the Vision momentum!

• Worked with the Vision Team to integrate the Outreach ministries with volunteers and to communicate opportunities new to HOLY CROSS! (*Please Read the Vision Team's detailed report.*)

During worship in November through December the Vision Team did a terrific job lining up 4
weeks' worth of social ministries. More than half of Holy Cross households readily got involved!
Sarah, Madde, Helen, and Philip skillfully clarified Service Opportunities each week during
ADVENT! They wanted to increase the number of people involved through Holy Cross.

#4 Bolster and Encourage Small Group Connections

- Wednesday Morning Bible Study is focused on the Journey of Paul throughout the New Testament. We selected the book Walking the Bible: A Journey by Land Through the Five Books of Moses by Bruce Feiler in November. This study is interposed with Scripture, images, and discussions. Six to nine attend regularly. Men's Bible Study has continued with Clarence and Mike leading Paul's writings, Acts, and the Book of Revelation.
- YOUTH/CONFIRMATION One student (Ian Sims) was confirmed in May 2023 with Lexi Recheck
 giving her Senior Speech. Confirmation Students Parker and Logan Hanson helped with the WED
 NITE LENT & ADVENT Worship Services in the Chapel. This year they were asked to write the
 Prayer, Read Scripture, and also help with the Message Story given by Pastor. Participation with
 the Confirmation families was strong.
 - Kevin and I had a conversation with Sara from Serve Boldly to investigate a 'Stay-cation Mission trip' in St. Louis for 2024. This opportunity might enable groups to bond with others coming to Good Shepherd in June or maybe, if there is adequate interest, here at Holy Cross in July.

• ELCA/SYNOD WORK & COMMUNITY CONTACTS MADE

- Coached a Synod Care for Creation Team in Northeast Iowa to design an Implementation
 Plan
- Worked with five Pastors (through other ELCA Synods) and another new Pastor in CSS
- Supported Care for Creation Orientation & Labs for Individual Coaches and Supported Luther Seminary Faith+Lead as an Evaluator of Competencies
- Attend the CSS Council Meetings as Rep from EMC
- Attend Parkway School's "Clergy Meeting" with follow-up on the "State of School District" process
- o Attend West County Interfaith Alliance Network
- Finished the LSTC Community of Learning Class on Martin Luther and the Holy Spirit in February
- o Participated online in the FESTIVAL OF HOMILETICS in May

#5 Manage Financial Resources to shift to Preventive Maintenance for Building & Grounds

- Met several times with Girl Scout Star Award Winner (Lexi Rechek) and Boy Scouts (Alexander Schrumpf and Sam Mosely) for their Eagle Award applications and helped facilitate follow-up meetings.
- Continued to look for opportunities to refresh our facility. Thanks to Penny Rudoph who headed up the Narthex Decorating Committee. The Vision Team also hosted an indoor Cleanup day to make our meeting areas more useful to other groups. Results were clear in a safer and welcoming space!

KEY 2023 PASTORAL ACTS of MINISTRY

Pet Blessings = 2 Dogs & Home Visits at Home/Hospital & Rehab Visits/Assisted Living Visits = 53 Made over ~ 195+ phone calls/texts/Messages to check in with Holy Cross members. Sent Cards to 25 individuals as well as Christmas letters to all affiliated with Holy Cross.

Phone Calls/Texts/Pastoral Counseling Sessions = 38 by Families or Individuals in need/calls and ~ 87 people (non-HC) in need of additional food/rent assistance/utility relief or rooms.

Wedding Celebration – Korean Presbyterian Church – April 30th by Rev. Hans (his daughter) Esther and Yohan

Celebrations of Life/Memorial Services/Funerals in 2023: 5 Holy Cross Members & 1 Other Memorial Anointing of Betty Kent– Feb. 16th/present with Family after Betty passed

Celebration of Life for Betty Kent – Friday, Feb. 24th in Holy Cross Chapel - 278 (~ 98 in person & 180 online through Facebook)

Celebration of Life for Marian Newport – Monday, Feb. 27th in Holy Cross Sanctuary - 277 (~77 in person & 116 online through Facebook and 84 through YouTube

Celebration of Life for my brother, Larry Kluck – Saturday, March 4th, Lincoln, NE at Roper & Sons Mortuary – South Chapel (I gave Welcome and the Proclamation Scriptures with Family Memory Sharing)

Celebration of Life for Scotty Larsen – Thursday, March 9th Creve Coeur, MO at Ortmann Stipanovich Mortuary – 214 (~ 70 in person & 144 online through Facebook live streaming)

Celebration of Life for Andrew Hvatum – Supported wife Ping Hu & daughters when Andrew (member of Holy Cross) was in ICU and then when being removed from life support. Visited the hospital and attended the funeral at St. Mark's Episcopal Church with Sandy Kalin

Celebration of Life for Raymond Botz – Friday, Dec. 15th in Holy Cross Sanctuary - `95 (~75 in person and 20 online)

Provided comfort and pastoral support for Lupie Verby on the death of her husband John in early December.

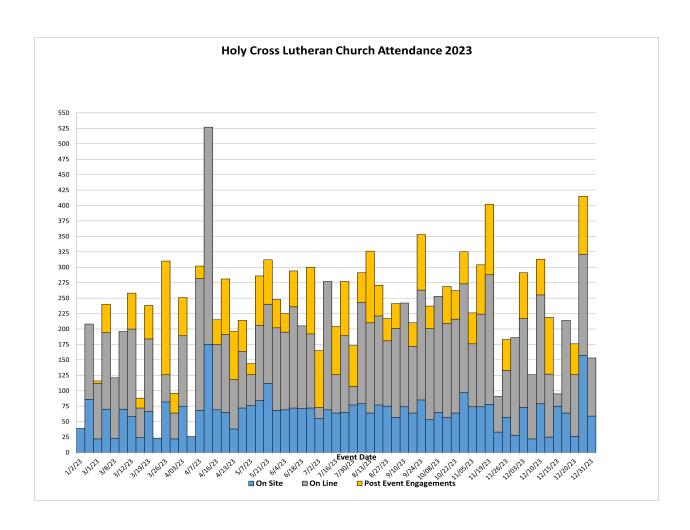
AVERAGE WEEKLY WORSHIP ATTENDANCE:

2020 = Year-end Membership ~ 221 (including children) Weekly worship in 2020 average=~258 over 12 months **June - Dec Weekly Average=~ 325** (TRIPLED our Worship Attendance this year!) Adding YouTube & FB Live made a sizable difference.

2021= (Online/Outdoor until Easter & rest of year Hybrid) Weekly Average = 333

2022 = 300 (Weekly Average) + several new families attending regularly

2023 = Highest attendance EASTER SUN TOTAL = 527 DEC WEEKLY Average =1917/5 = 383 298 WEEKLY AVERAGE WORSHIP ATTENDANCE



2023 Report of the Treasurer & 2024 Expenditures Recommended by the Council

					Dudget	
		2023		2024	Budget Increase	
Description	Budget	Disbursed	Variance	Budget	(Decrease)	
Congregational Benevolence	\$ 20,000	20,068	(68)	18,000	(2,000)	
Staff Mileage Reimbursements	1,200	1,288	(88)	1,200	-	
Staff Salaries & Benefits	199,460	197,623	1,837	204,740	5,280	
Musicians	24,821	23,306	1,515	26,004	1,183	
Pastor's Cont Ed & Prof Exp	1,200	1,199	1	1,200	-	
Continuing Education for Staff & Council	1,000	541	459	600	(400)	
Synod Assembly	0	195	(195)	1,500	1,500	
Central States Area Coordinator	500	500	-	0	(500)	
Church Supplies	4,500	4,786	(286)	4,500	-	
Digital Marketing	1,000	409	591	500	(500)	
Payroll Processing	3,800	4,169	(369)	4,000	200	
Property	34,000	39,238	(5,238)	34,000	-	
Сору	4,000	4,559	(559)	4,500	500	
Utilities	30,000	37,646	(7,646)	35,000	5,000	
Insurance	17,000	16,660	340	17,000	-	
Garden	500	150	350	300	(200)	
Christian Education	1,000	626	374	1,000	-	
Vision Implementation	5,000	0	5,000	1,500	(3,500)	
Worship & Music	5,000	5,129	(129)	5,000	-	
Nursery	0	468	(468)	0	-	
Sunday Youth Gatherings	300	211	89	400	100	
Young Kids Events	200	14	186	100	(100)	
Youth Trips	3,000	3,251	(251)	0	(3,000)	
Benevolence Pass-Through	15,000	12,964	2,036	12,000	(3,000)	
	\$ 372,481	375,000	(2,519)	373,044	563	

		2023	2023	2024
		Proposed	Actual	Proposed
come:				
Pledged & estimated income	\$	335,739	350,355	327,293
Loose plate		1,000	2,349	2,300
Building use		8,500	14,040	12,000
Holiday income		2,000	764	700
Benevolence income		15,000	12,964	12,000
Total income		362,239	380,472	354,293
xpenses:				
Operating budget		357,481	362,036	361,044
Pass through benevolence		15,000	12,964	12,000
Total expenses		372,481	375,000	373,044
Net income (loss)		(10,242)	5,472	(18,751)
Building fund transfer		(20,000)		(20,000)
Other transfers, net		-	(180)	
Employee retention tax credit		26,588		26,588
perating fund balance:				
Beginning of year		7,062	7,062	11,375
End of year	\$	3,408	12,354	(788)
Proposed 2024 Benevol	ence Su	ımmary		
udgeted total benevolence			\$	30,000
udgeted total income & benevolence pass-throug	h		\$	354,293
enevolence giving as a % of total income				8.5%

Holy Cross Lutheran Church - Creve Coeur MO Balance Sheet as of December 31, 2023 (Balance Sheet Summary)

Saturday, January 6, 2024 Account Name	Beginning Balance	Previous Period Balance	Amount Diff Period	Page 1 of 1 YTD Balance
Assets First Mid Bank & Trust Checking	80,773.48	19,327.84	21,108.49	40,436.33
First Mid Bank & Trust Money Market	48,628.38	48,673.03	3.87	48,676.90
Bank Totals	\$129,401.86	\$68,000.87	\$21,112.36	\$89,113.23
ELCA Endowment Fund	193,891.09	189,233.91	9,239.99	198,473.90
First Mid Bank & Trust Endowment Fund	193,891.09	4,889.34	1,976.48	6,865.82
Mission Endowment Total	\$204,248.73	\$194,123.25	\$11,216.47	\$205,339.72
			(545.00)	6,165.00
Gift Card Inventory	5,400.00	6,710.00		
Total Assets	\$339,050.59	\$268,834.12	\$31,783.83	\$300,617.95
Funds		(0.00.00)	10.074.14	11 274 00
General Fund	7,061.82	(979.26)	12,354.14	11,374.88
Prepaid Pledge Fund	9,392.00	8,000.00	12,000.00	20,000.00
General Fund Total	\$16,453.82	\$7,020.74	\$24,354.14	\$31,374.88
Afghanistan Family Fund	474.18	474.18	0.00	474.18
Audio Visual Fund	19,021.92	(340.00)	280.00	(60.00)
Bagels Fund	(18.03)	(32.92)	12.00	(20.92)
Banner Fund	1,454.06	1,454.06	0.00	1,454.06
Building Fund	16,880.32	1,335.32	0.00	1,335.32
Capital Campaign Fund	0.00	0.00	0.00	0.00
Council Discretionary Fund	883.36	369.46	0.00	369.46
Designated Estate Fund	60,151.97	56,611.30	(2,000.00)	54,611.30
Feed The Need STL Fund	1,323.06	400.00	(400.00)	0.00
Flower Fund	516.45	411.81	400.96	812.77
Food Drive Fund	668.34	2,003.14	(1,951.78)	51.36
Memorial Fund	9,829.52	939.23	93.27	1,032.50 205,339.72
Mission Endowment Fund	204,248.73	194,123.25 36.16	11,216.47 0.00	36.16
Organ Concert Fund	20.31	2,377.36	(1,626.00)	751.36
Pastor Benevolence Fund	12.50 0.00	0.00	0.00	0.00
Seminarian Scholarship Fund Social Activities Fund Balance	347.24	245.43	0.00	245.43
	1,249.29	(5,755.11)	1,399.63	(4,355.48)
Special Donation Fund Stephen Ministries Fund	2,074.46	2,074.46	0.00	2,074.46
Sunday School	0.00	0.00	0.00	0.00
Thrivent Fund	0.00	0.00	270.00	270.00
Vision Implementation Team Fund	729.49	106.23	0.00	106.23
World Hunger Fund	0.00	290.00	(290.00)	0.00
Youth Activity Fund	(2,670.40)	(2,019.98)	570.14	(1,449.84)
Youth Gift Card Inventory Fund	5,400.00	6,710.00	(545.00)	6,165.00
Total Funds	\$339,050.59	\$268,834.12	\$31,783.83	\$300,617.95
Total Liabilities and Funds	\$339,050.59	<u>\$268,834.12</u>	<u>\$31,783.83</u>	<u>\$300,617.95</u>

EXECUTIVE COMMITTEE and CONGREGATIONAL COUNCIL REPORT

Council Highlights

After the creation of the Vision Team the previous year, the Council has enjoyed a productive relationship with the group. The Vision team provides Council with quarterly updates and joins us in quarterly spiritual retreats. Through this partnership we have been able to form a better picture of what is needed to grow our church and make us more visible in the community. As a bonus, we are learning more about each other on a personal level.

This year the Council created bylaws to our Constitution that coincide with the amendment previously approved in regard to property ownership of the church. The bylaws specify the process of how the congregation would determine whether or not Holy Cross should continue to exist as a church and how Holy Cross would dispose of any of our assets if dissolution should ever occur.

Church Property Highlights

The Council approved several projects to help improve our property. The bathrooms underneath the chapel were remodeled to become more inclusive. We can now accommodate families with younger children and those who identify as LGBTQIA more comfortably. Several members of the congregation have donated their time to beautify our narthex by painting it and we purchased new furniture and some artwork. Repairs were approved to repair one original piece of our audiovisual equipment; it was not part of the new system purchased in 2023. We have approved two Eagle Scout projects that will provide a new shed surrounding our dumpster as well as new benches outside the youth area. One of our confirmation youth even built a bench for our church as an expression of his faith! There are also too numerous to mention maintenance tasks and other beautification projects that are done constantly by many of our members; those do not go unnoticed and are greatly appreciated. All of these projects have made our building a more welcoming site for all of us and to any visitors we may have!

Community Visibility

We have been able to make ourselves more visible in the community through outreach programs and by ensuring our facility is accessible to other groups. We continued our support for programs like S.O.C.Ks as well as partnering with the Parkway School District for several of their programs. Members delivered Holiday Box Meals to areas all around St. Louis. By interacting with groups such as these, we have made ourselves more visible to outside groups that have approached us, asking us to use our facilities. This includes opening our doors to an English as a second language class, Russian language classes, hosting a parenting workshop, and continuing our association with a Boy Scout troop. We enjoyed even more visibility outside St. Louis when our youth attended summer camp at Camp Tomah Shinga and went on the youth mission trip to Nashville. All members of our congregation, no matter their age, have contributed in some way to representing us in a positive light in the community!

Caring for the World and Each Other

Strides were made this past year to help us understand better the issues that we all face both physically and spiritually. A new Green Team was created to help raise our awareness of ways we can become better stewards in caring for God's creation. Some examples of this: Using washable coffee mugs instead of disposable cups; making the church more energy efficient by changing light bulbs and installing better weather stripping. A monthly theme regarding Care for Creation was presented where members of our congregation spoke during different services to present environmental and community issues to make us more aware of how to recognize actions we can take to make this world a better place. Pastor has been

faithful in worship services in acknowledging the indigenous peoples who tended to our land for hundreds of years before we lived here. Finally, we were able to have serious discussions regarding difficult topics during our adult forums held in between services. These discussions have been instrumental in helping us understand how we can perceive issues as Lutherans and understand them better; we are beginning to understand points of view that may not align with our own.

Losses and Gains

It would be remiss not to recognize those that we have lost over the past year. We unfortunately had several members called to Christ, but we came together as a community to help support the families of these members through their period of grief. While they may no longer be with us, their spirit will remain. We also had the bittersweet departure of Marcus Benson as our Social Media Community and Outreach Coordinator to another church. His services and contributions to Holy Cross will be greatly missed.

But with losses also come gains! We were blessed to have several new members join our church from different walks of life; God can call and recognize us no matter who we are. When Marcus left we welcomed Court Templeton as his replacement. In Court's short time with us, she has demonstrated her ability to work effectively and has shown a high level of commitment to her job.

Several members have embraced leadership roles by either facilitating classes or serving during worship services. We greatly appreciate their efforts and we look forward to welcoming more members into leadership.

Appreciation

Finally, I would like to extend special thanks to those individuals who have completed their terms on Council: Kevin Aleshire is running for a second 3-year term. John Hanson and Donna Jackson are not eligible to run again. Both have been part of the Executive Team and have been instrumental in the decisions the Council has made during their 6 years as Council members. Greg Miller will be finishing up his role as Treasurer. Greg has done an excellent job during his time in this role by providing insight into the budget and giving the council advice on how our finances should be managed. Penny Rudolph will also be vacating our Secretary position. Penny has done a wonderful job in recording the meeting minutes of the council as well as preparing the congregational annual report. I cannot thank all of these individuals enough for their service in these roles and for their thoughtful input shared during their tenure in these roles!

David Winkler, Church Council President

PRAYER AND CARE TEAM

This team was formed in 2022 with the following members: Becky Benson, Jeff Benson, Cathy Mosher, Susan Jentes, Renate Crutcher, Darlene Kuhlman, Sandy Kalin, and Bud Niebling.

Our team meets quarterly. We stay connected with our members who cannot attend church regularly through visits, phone calls and other means of contact. The altar flowers are regularly delivered to our members' homes, as requested, when they are shut-in.

We believe that as a congregation we have a responsibility to take care of our members. This means everyone – including mothers, children, people in prison, and people under oppression. We see this statement many times in the Bible and our mission is to follow it.

For the Prayer and Care Team, Bud Niebling

TRADITIONAL MUSIC DIRECTOR

Jack Hamill continued to provide music for 8:30 a.m. Sundays and other services: Ash Wednesday, some midweek Lenten and Advent services, Maundy Thursday, Good Friday, Thanksgiving Eve, and Christmas Eve. Music included Prelude, Offertory, Communion Meditations, and Postludes plus accompanying hymns. Jack coordinated music with Pastor, basing choices on sermon themes and seasons of the church year. Linda Tyahla helped select hymns. Jack continued to provide copyright protection through One License. The church currently has Podcast, Streaming and Rehearsal Track licenses (the latter permitting Jack to make mp3 practice files for the choir).

Thanks to Moira McCracken, Linda and Megan Tyahla for continuing to lead singing in our early service and to Linda for scheduling dates with the singers. In October Pastor Janice arranged a workshop for our song leaders, Megan and Linda Tyahla, Moira McCracken, and Cindy Lacks. Bob Wardenburg, vocal coach, spent about 2 hours with the group, working on posture, breathing and phrasing. He listened to each individual and offered suggestions for improvement.

The choir continued to provide music for feast days and special events in the church year, singing at the traditional service. The choir sang anthems and led the singing on Ash Wednesday, Palm Sunday, Maundy Thursday, Easter Sunday, Pentecost, Trinity, Reformation Sunday, All Saints Sunday, Thanksgiving Service, and the Christmas Eve traditional service. Jack created a cantata using traditional Christmas music and spirituals, performed by the choir on December 10th. Jack continues to select appropriate music for the choir, most purchased new with some popular repeats from previous years.

The choir joined forces with the Praise Band to sing during Easter Sunday and Reformation Sunday services. Music was planned with Dave Reinking and Pastor Janice. Joint rehearsals were held with the Praise band, choir and flutist. Jack directed all and Dave sang with the choir.

Jack's April organ concert in April included classical music selections from J.S. Bach, Pachelbel, Handel, and Widor. The concert was broadcast and in-person attendance was encouraged. Freewill offerings were taken to support our music program. Thanks to Donovan Lucas for making live streaming possible, to Marcus Benson for running sound, to Carrie Curnutte for creating the program, to Pastor Janice for introducing Jack, and to Darlene Kuhlman, Christine Doud and other Holy Cross members for providing the reception. Holy Cross graciously provided special cameras from Logic Systems for the concert.

As a special series of pre-service music, Jack played the Eight "Little" Prelude and Fugues for organ by J.S. Bach over Sundays from September to November.

The Young Artists Series continued this year, playing on several Sundays. Special music was provided in other months during the early service, supported by a generous memorial grant for traditional music.

January: Mixed Instrument Quartet: Teagan McCracken, Will McCracken, Deirdre Jost, Jack Hamill

February: Woodwind Trio: Teagan McCracken, Deirdre Jost, Jack Hamill

March and October: Flute Solo: Teagan McCracken

May, July, August: Woodwind Trio

September: Landolfi String Quartet (new this year)

December: Harp Solo: Devon Carpenter

The popular Clarion Brass Quintet returned this year on *Christmas Eve* to perform before the traditional evening service and to accompany the choir and congregation on several hymns during the service.

With thanks, Jack Hamill

CONTEMPORARY WORSHIP MUSIC DIRECTOR

2023 was a good year for contemporary worship. 29 new songs were introduced to the congregation, continuing our important goal of introducing new songs to keep the service fresh and meaningful.

I try very hard to introduce songs each Sunday that have a connection to the readings for that day and that tie into the theme most effectively.

In September 2022 we changed the format of our contemporary service, although during 2023 we started reverting to including traditional liturgy; I would like to see this change in 2024. I believe a contemporary service should focus on Scripture readings, music, the message, and prayers. I hope to collaborate with Pastor Janice toward this goal. Maybe having the song leaders assist with scripture readings is a possibility.

I can't go any further without mentioning the incredible talents of the praise band. Jason Cooper, Brandon Clay, Marty Little, and Matt Davis have been and continue to be a true blessing to the church.

I also want to mention that I truly appreciate the commitment of Megan and Linda Tyahla, Moira McCracken, and our newest singer, Cindy Lacks. All of them have shown a real commitment to our contemporary worship service in 2023. They even collaborated with a vocal coach in October to get pointers on how to sing contemporary Christian music and effectively use vocal exercises. While the session did not live up to their expectations they continued to sing praises to the best of their abilities. We are so appreciative!

We now feature two singers each Sunday, which includes me and one of the other praise team singers. I have changed the way we sing songs, typically having one singer on the verses and both singers on the chorus. I try to spotlight the other singers on the offertory song as well as on some verses of other songs throughout the service.

We are not currently inviting singers from outside Holy Cross like Chris Syrup and Stephanie. I feel confident that Moira, Linda, Cindy, and Megan are well able to lead the congregation in song with me or while I am away. It is all about making a joyful noise to the Lord!

Here are a couple of things you can look forward to in 2024:

- A summer concert!
- A survey to seek feedback from the congregation about our contemporary service. I'd like to get
 a better idea of what you all want to see and hear so we can create a service that's meaningful
 and enjoyable for you. We want to hear what changes we can make to enhance your worship
 experience. Your opinion counts!

Thank you,

David M. Reinking

OFFICE PROJECT MANAGER CARRIE CURNUTTE

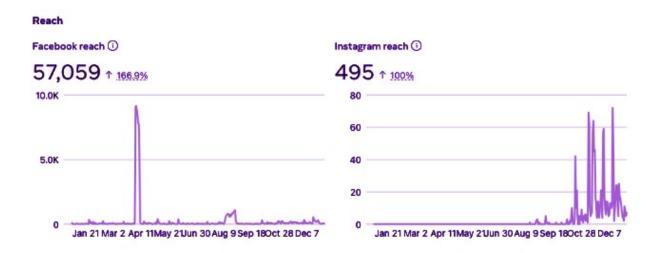
- Continued to ensure the church office runs smoothly and efficiently.
- Created a room bookings calendar for members and outside groups using Holy Cross facilities. (More than 20 groups now use the church regularly for their meetings and classes.)
- Worked with members' special requests for newsletter mentions and/or signup sheets.
- Kept our website maintained and updated with new information, as needed.
- Learned Canva to create graphics used in newsletters and in posters to publicize church events.
- Worked closely with Marcus on a Parents' Retreat. Used cost-effective ways to lower mailing costs.
- Utilized an online app to facilitate the purchase of youth gift cards and worked with Clarence to set up online payment for cards.
- Continued to learn new features of ProPresenter to keep worship services looking fresh each week.
- Updated our shared Google Drive with files and photos on an ongoing basis.
- Worked on the Sunday bulletins to ensure they can be printed for use in church, delivered to newsletter recipients, and posted to our website each week.
- Prepared and sent out two weekly newsletters with Holy Cross information and updates, detailing the day-to-day functioning of the church office.

SOCIAL MEDIA AND AUDIOVISUAL REPORT

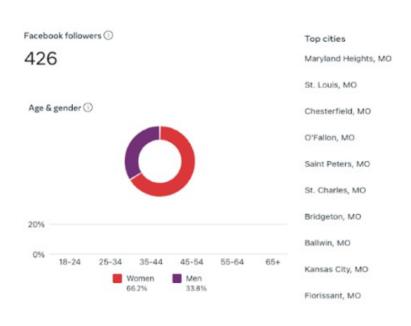
Courtney A. Templeton

Facebook & Instagram Analytics

All data is from the past 12 months



Holy Cross Audience



Our Facebook audience has grown by *15 followers* from the *411* reported last year.

These statistics offer valuable insights into our audience demographics and geographic concentrations, allowing us to effectively tailor our content and outreach strategies to engage with specific segments and locations.

Importance of Social Media Use

Social media contributes to church growth by enabling broad outreach, enhancing engagement within our community and connecting with

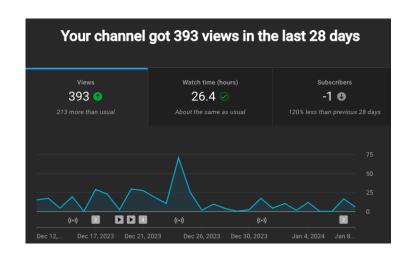
diverse audiences. According to Statistica's 2022 report, the United States ranks third globally in social media audience size, boasting over 302 million users, representing a penetration rate of over 91 percent. Experts argue that in an evolving world, social media has emerged as one of the most effective means of reaching new members (*blog.capterra.com*). Churches utilizing social media platforms witness notable increases in attendance and engagement levels.

Statistics

- In 2023, visits to our Facebook page surged by 189.9%, while our Instagram profile visits doubled, showing a 100% increase.
- Within the last 28 days (Dec 12, 2023 Jan 8, 2024), viewers of our YouTube channel decreased slightly, from 53 returning to 52; the number of unique viewers stood at 151.
- The overall channel performance has a positive trend, as we received 393 views, notably higher by 213 opinions than the average over this time frame.
- Despite this increase in views, the watch time remained relatively consistent at 26.4 hours, indicating that although more people accessed our content, the duration of time watching remained steady.
- Our promo videos have been performing well, with three being ranked among the top five of our accounts, according to views.

Results

This surge in engagement can be attributed to our strategic efforts, such as posting and promoting events, regularly publishing reels on Instagram, maintaining a steady content stream, and emphasizing involvement in our community.



KEY TAKEAWAYS

Social Media

- Instagram Growth: The church's Instagram account, while relatively new, has shown promising growth since August 2023, benefiting from cross-platform promotion with Facebook and creating Instagram-specific content like reels. Instagram's effectiveness lies in its ability to engage a younger demographic, with those aged 18 to 24 years old making up most of the user base.
- Church Growth: Social media plays a significant role in church growth, enabling broad outreach, community engagement, and connecting with diverse audiences, as evidenced by substantial increases in engagement on social media.
 - **Top-Performing YouTube Videos:** Promo videos rank among the top-performing content, indicating their effectiveness in engaging the audience.
 - Diversified Content Strategies: Proposed content strategies for 2024 include YouTube Shorts, Throwback Thursdays, Testimony Videos, Interactive Q&A Sessions, Themed Content Series, Event Promotion Videos, Highlighting Community Involvement, and sharing Bible verses as graphics and reels.

Audiovisual

- AV Strategies are pivotal in enriching worship experiences, extending reach through live streaming, integrating multimedia elements, and connecting with remote members seeking spiritual guidance and community engagement online.
- **Scheduling and Handbook:** Structured schedules and comprehensive AV handbooks streamline communication, scheduling, troubleshooting, and setup for live streaming events.

SOCIAL MEDIA IDEAS for 2024

- YouTube Shorts Repurpose our engaging and dynamic Instagram and Facebook reels onto our YouTube channel as Shorts. These bite-sized, visually captivating videos are designed to resonate with our audience, offering quick, entertaining, and informative content. We're maximizing our content's reach and impact across multiple platforms by repurposing these reels as Shorts on YouTube.
- <u>Throwback Thursdays</u> Sharing nostalgic or memorable moments from the church's history.
 This could include old photos, videos, or stories that evoke sentimentality or nostalgia among the community. It's an opportunity to reminisce and connect with the church's past while engaging current members.
- <u>Testimony Videos</u> Stories and testimonials from church members about how the church has
 impacted their lives. Highlight personal journeys, transformational experiences, or moments of
 spiritual growth. This humanizes the church and connects with the audience on an emotional
 level.
- <u>Interactive Q&A Sessions or Discussions</u> Host live Q&A sessions or discussions on relevant topics. Encourage the congregation to submit questions or issues they'd like to see addressed. This fosters engagement and allows the community to interact directly with church leaders.
- <u>Themed Content Series</u> Create themed content series focused on specific topics like spiritual growth, community outreach, family values, or biblical teachings. Consistently share posts, videos, or graphics related to these themes over a set period to encourage ongoing engagement and learning.

AV IDEAS for 2024

- <u>Checklists for Workstations</u> Implementing comprehensive checklists for each AV station (Sound, Slides, Camera) to include in the AV Handbook. This will create a valuable training resource for all AV team members and will help them troubleshoot potential issues.
- Optimized Setup Reconfigure the layout of the AV station for accessibility and organization. Ensure cable management and labeling for identification.
- Volunteer Recruitment Strategy Initiate a proactive outreach program to recruit new
 volunteers for the AV team, emphasizing the opportunity to contribute to the church
 community, develop technical skills, and enhance the worship experience.
- <u>Training Sessions</u> Conduct regular training sessions for AV volunteers/staff to enhance their technical skills, troubleshooting abilities, and familiarity with equipment.

VISION TEAM

The Vision Team's charter is to guide Holy Cross through our long-term vision to "Be the Light" of our community, the beacon on the hill, serving our neighbors' needs as disciples of God. We made great strides in 2023 and look forward to making even more progress in the coming year.

We meet monthly to advise, guide, and monitor Holy Cross' activities for consistency with our Vision, coordinating with the Standing Teams: The Village Team, the Care & Prayer Team, and the Safe Church Team. The responsibilities of the Discipleship Team and the Promotion/Calendar Team now reside with the Vision Team.

The Holy Cross Partnership Teams have done an excellent job of helping us fulfill our Vision, demonstrating the impact Holy Cross is having in our community. Most of the congregation has been a part of these activities. We offer a special 'shout-out' of thanks for our ever-helpful church staff to help us highlight these ministries in videos and weekly emails to your homes. Here are a few success stories from 2023:

Parkway Partners – This team collected money to help pay for Parkway Students who could not afford their graduation fees. They also distributed the mitten tree mittens we collected to our local schools, including 29 winter caps, 44 mittens/gloves, 3 shawls, 1 hat, 3 pairs of earmuffs, and 10 caps and mitten combos.

Lutheran Family and Children Services - This team provided 25 children with Christmas gifts.

Feed Our Neighbors Team – This group volunteered about 25 individuals to pack food for the needy in the world. Most of these packs were sent to Haiti. This team also provided 14 families with a box of ingredients to create a holiday meal.

S.O.C.K.s (Serving Our Community Kids) – We partnered with this local non-profit (developed and operated by Holy Cross Members Jerry and Christine Doud many years ago) to provide socks and underwear for children at risk, homeless, or families in economic crisis through cooperating ministries of public family support organizations. S.O.C.K.S. supported many children and families through 23 charities this year!

Welcome our Neighbors/ESL Team – These team members socialize each month with an English as a Second Language (ESL) class that meets at Holy Cross. They enjoy a cup of coffee and sparkling conversation with class members who look to acclimate to life in the St. Louis area.

We welcome and encourage your participation in building the Holy Cross Vision. Perhaps you want to collaborate with a Standing Team, a Partnership Team, or the Vision team itself. Fresh ideas and helpful hands are always welcome as we bring God's acts of mercy to our community.

In Christ,

The Vision Team

Madde Hanson, Helen Krull, Sarah Miller, Philip Paul, and Pastor Janice

YOUTH GROUP

The Youth Group began 2023 continuing their faith-based relationships in anticipation of the annual summer YouthWorks mission trip. In late Spring the youth brainstormed t-shirt designs and then sold them as part of a fundraising campaign to help cover some costs associated with Youth Group activities. Our Youth selected Milwaukee, WI for their summer 2023 mission trip. Unfortunately, this site experienced unexpected difficulties and we were forced to transfer to Nashville, TN. This trip's community service focused on providing food and assistance for the homeless and poor; inventory management for medical supplies; and helping provide affirmative engagement with local seniors. We were blessed with good weather and lots of time to explore historic music centers of the city.

After a short hiatus for the youth to enjoy the rest of summer break with family, our Youth Group gatherings started off the new school year learning about the Old Testament. Our focus has been looking beyond the traditional passages heard in church and Sunday school and gaining a wider picture of the books. We hosted a pre-Thanksgiving meal and game night, inviting the families of our youth.

The fall faith curriculum is a continuation of 2023 for our Youth Gatherings. The curriculum incorporates concepts that are not typically covered in Sunday school or Confirmation classes. After an opening prayer Youth Gatherings begin faith education with a video from *The Bible Project*. The youth have been very excited to dive into topics such as "The Divine Counsel", "Angels and Cherubim", and "The Satan and Demons". And in typical classroom fashion, I quiz them on what they watched. I've been very impressed with the kids' level of enthusiasm and retention. This is always followed by discussing "God Sightings" -- a way to help engage the quieter youth so they have a dedicated time to express the good things happening around them, both in school and at home.

Our 2024 faith education will continue with the Biblical Themes started in 2023; however, the focus will be on books not normally referenced such as Obadiah, Micah, Nahum, etc. I will also be reviewing the new material recently released covering topics like Dragons and The Sermon on the Mount. I am also in communication with the West County Interfaith Alliance (WCIFA) to develop faith-based events outside of Holy Cross.

Thank you, Kevin McCracken

MISSION ENDOWMENT FUND

The Mission Endowment Fund was created to provide a way for people to make enduring contributions that will keep working for years to come. These perpetual gifts from estates, memorials or other sources will provide a legacy of support for missions at Holy Cross as well as missions outside the church.

We encourage people to consider the Mission Endowment Fund in their estate planning. Gifts can be designated to be split in any proportion between Option A for Holy Cross and Option B for outside missions. We also encourage suggestions for possible grants that we at Holy Cross might consider.

In 2023 the Mission Endowment Fund received no additional gifts.

- Interest income was \$7.73
- ELCA Trust Distribution was \$7,114.32

Distributions Under Option A (Holy Cross)

\$9,979.07

Distributions Under Option B (Outside Missions)

\$1,425.00

Total Distributions: \$11,404.07

Waiting to be distributed:

Option A: \$5,846.96

Option B: \$ 197.62

Balances as of 12/30/2023

ELCA Pooled Trust: \$205,339.72

First Mid Bank & Trust Money Market \$6,865.82

Total Balances: \$212,205.54

Respectfully submitted,

Pat Goertzen, Rocky Stone, Julie Aleshire, Dennis Hawley, Diana Jost

SOCIAL ACTIVITIES COMMITTEE

The mission of the Social Activities Committee is to bring unity and fellowship within the congregation and community. We work to achieve this by providing various activities for all age groups and activity levels. We hope to share the love of Christ and Faith through His word with kindness and acceptance.

We hold meetings the first Sunday of most months throughout the year and would love to have anyone interested come and join us -- anytime.

EVENTS WE ENJOYED IN 2023

March 18: CHILI BINGO! 72 people shared a great time while eating delicious chili made by Helen and Keith Krull followed by a rousing game of Bingo with the best white elephant gifts imaginable.

May 22: Afternoon at Cedar Lake Cellars in Wright City, Mo. with 22 people attending. We enjoyed each other's company, listened to great music and sipped delicious beverages, all while watching the swans swim by on a gorgeous lake.

August 20: Splash Back Sunday

We celebrated remembering our baptism and the kiddos going back to school. This was also our prequel to celebrating the 60th Anniversary of Holy Cross!

This luau-themed "bash" was designed to entertain our congregation as well as our surrounding community. A giant Slip-n-Slide was the main attraction for not only the kids but some daring adults as well. Summer food was delicious and Jill Gehner's fabulous snow cones topped off the party.

October 29: Reformation Sunday we celebrated not only Reformation, but also the notable 60th Anniversary of our church.

It was a beautiful day to celebrate our history while enjoying a pancake brunch with all the fixings. With almost 100 people in attendance we actually ran out of pancakes. But.....with the diligence of our men in the kitchen (Mark Rudolph, Steve Kuhlman, Keith Krull) all appetites were satisfied.

November 22: Pie Fest

Our annual Thanksgiving Eve gathering that follows a church service was as popular as ever with delicious pie for all!

The SAC committee continues to enjoy socializing with all of our Holy Cross friends. We are happy to set up and clean up all year long.

We hope to see you all next year. Come gather together to enjoy the new events we will offer and return to the event you have loved, year after year. There is something for everyone!!!

Members: John & Kelly Caligiuri, Steve & Darlene Kuhlman, Mark & Penny Rudolph, Keith & Helen Krull, Kevin & Julie Aleshire, Rick & Pam Jokerst, Philip & Joan Paul, Sarah Miller, Jeff & Becky Benson, Jill Gehner, Dan & Judi Gockel, and Karen Sparks.

PROPERTY COMMITTEE

The mission of the Property Committee is to provide oversight, guidance and actual labor for the upkeep and maintenance of the church property.

We ask anyone who uses the church to make sure they clean up after themselves, reset thermostats (to 65 degrees for unoccupied and as desired for occupied), turn out the lights, and lock the doors We need to leave our church cleaner/better than we found it.

Some of the areas worked this year were:

- Implemented maintenance contracts and repairs for HVAC and Elevator
- Repaired sanctuary roof
- Back property items; mowing, erosion, mosquito control
- Cleaned carpets
- Water heaters; replaced new fellowship hall restroom water heater; repaired the tankless heater
- Repaired water leak above chapel restroom
- Continued replacement of interior lighting with efficient LED lights
- Replaced front doorbell and camera systems
- Chapel exterior repaired and painted
- Signed contracts for snow/ice removal and lawn care
- Painted entry hall, narthex, pastor's office, sections of library
- Back steps: Repaired concrete and repainted railings
- Front landscaping, fertilizing, weed control, replacement of drainage pipes
- A Scout project was completed to update the downstairs chapel restrooms

PEOPLE: The Property Committee needs an infusion of strong/willing people to assist in the work throughout our church building. If interested, please contact the undersigned.

We have looked at major property capital improvements as directed by the Council needed over the next 10 years; this includes obtaining estimates for major projects. This is a potential **LARGE** expense item. We have shared this plan with Finance and Council for consideration as the 2024 budget is prepared. We have requested \$28,000 for capital improvements in 2024.

Finally, I would like to thank all committee members for their dedication and hard work. This committee is always active, using our hands and ingenuity. We welcome anyone who would like to join us working to beautify Holy Cross to the glory of God.

Respectfully submitted,

Steve Kuhlman, Chairperson for: Pat Goertzen, Clarence Jentes, Clint Kasten, Keith Krull, Steve Kuhlman, Al Leimbach, Donovan Lucas, Bryce Mosher, Gerry Rechek

GARDEN COMMITTEE (SUB-COMMITTEE OF PROPERTY)

It is a blessing to tend God's house, and we hope several of you will share that experience with us by becoming a member of the Garden Committee in 2024.

The Committee was busy this year!

- Held a number of outdoor workdays this year to plant, trim and weed
- Purchased and planted flowers including "Zillion of Zinnias" which adorned the church grounds (Special thanks to Mike Prange for providing the flowers)
- Decorated the interior of the church with flowers donated by Holy Cross members in honor or memory of others for Easter and Christmas services
- Reveled in the beautiful altar flowers provided each week by Mary Bailey
- Maintained plants inside our church through the hard work of Sandy Hagen and Susan Rockwell
- Decorated the altar area, narthex and entry for various church holidays and events with the inspirational help of Helen and Keith Krull, Christine Doud, Janet Haas, Susan Rockwell, Sandy Hagen, Pastor Janice, and Sandy Kalin
- Joined the Prayer Shawl Ministry and Helping Hands Committees for Easter and Christmas lunches

We want to extend a heartfelt thanks to **all committee members** for their hard work and faithfulness and to the congregation for your generous support of our committee's projects.

Special thanks go to our newest members Dee Morin and Beth Winkler!

Respectfully submitted, Darlene Kuhlman, Chairperson

S.O.C.Ks. THANKSGIVING EVENT

Holy Cross and Serving Our Community Kids, Corp. (S.O.C.Ks.) have worked together for 30 + years to provide new socks and underwear to local at-risk children. This year we were able to help 23 local charities with a total of 969 needy children. We would like to thank Holy Cross officers and the Congregation for their generous support. Especially Sarah Miller, Linda Tyahla, Donna Jackson, Lisa Sandberg, and Penny and Mark Rudolph for the many hours they provided in calling and calling 23 charities to remind them to send back the request form for socks and underwear needed for their children. These volunteers gave us time to deal with other unscheduled challenges. We are very grateful and sincerely appreciate all the support that Holy Cross and the congregation provided. You enabled us to reach more at-risk children.

Each gift to the local charities was delivered with a personal note:

This gift is shared with love from Serving Our Community Kids, (S.O.C.Ks,) and Holy Cross Lutheran Church ELCA

With our warm wishes for a Happy Thanksgiving!

Some 2023 Socks & Underwear Statistics

- 23 local charities in the St. Louis and East St. Louis areas received socks and underwear for a total of 969 at-risk children. Recipients were ages: 5 years and under (49%); 6 to 11 years (24%); 12 to 18 years (23%); and 19 years (4%).
- There were no administrative costs on any of the donations.

The Officers of S.O.C.Ks. Corp., Jerry & Christine Doud

REPORT OF THE NOMINATING COMMITTEE

CANDIDATES FOR COUNCIL



KEVIN ALESHIRE

Kevin has been a member of Holy Cross for almost 40 years. He has served the church as Usher, Deacon, Sunday School Administrator, Stewardship Committee member and chair, Social Activities committee member (plus Bingo caller), and Strategic Committee member. Kevin has just served 3 years on Church Council with two years on the Executive Team. Kevin has been an Engineer at Boeing for more than 40 years and is currently a Chief Engineer within their Phantom Works division. Kevin has a Mechanical Engineering degree and an MBA. He and his wife, Julie, have two adult married children here in town and four gorgeous grandchildren who are the apples of their eyes. Kevin enjoys pickleball, working out, biking, walking, hiking, and traveling. Kevin would like to serve another term on Council as we continue to implement our vision.



FRANK BARNHART

Frank Barnhart has been a member of Holy Cross since October 1964 when his family moved here from Galveston, Texas. He is married to Yelena and has two stepchildren.

Frank is a computer programmer at National Information Solutions Cooperative. He is a graduate of the University of Missouri-Columbia with a degree in mathematics.

Frank has served on Council for two terms, holding positions on the executive team for several years and serving as President twice. Holy Cross has relied on Frank for his expertise in matters related to our Constitution. Additionally, he has lent his talents to the property, data content and personnel committees, among others, through the years.

Frank is prepared to serve on Council again because he believes its work is important to the present and future of Holy Cross.



DONOVAN LUCAS

Hello. I'm Donovan Lucas and I'm running for Holy Cross Church Council. I joined Holy Cross in the mid-90s and have been very busy here ever since. I have worked on the Social Ministry committee and helped organize and lead Holy Cross in the Feed My Starving Children program for many years.

I represented Holy Cross a couple of times at the Synod Assembly, once in 2020 and again in 2022.

Most recently, I served on the Data Content Team and the Audiovisual Team. We have made lots of changes to our AV system in the past few years and I have learned a lot! You can see me manning the cameras or sound system on many Sundays. I am ready to join Council again and add to my previous six years of time there.



MOIRA McCRACKEN

Moira McCracken has been a member of Holy Cross since 2010. She is a past member of the church council, serving on the Executive Team as member at large and vice president. She most enjoys singing in the church choir and with the praise band. Moira and her husband, Kevin, have three kids: Max (age 17), Teagan (age 15), and Margaret (age 8).

Having served as a theater teacher for 20 years in both the Ritenour and Parkway school districts, Moira currently works as the full-time released president of Parkway National Education Association, the union representing all teachers, librarians, and counselors in Parkway.



PHILIP PAUL

Philip joined Holy Cross in 1987, after moving from Wisconsin to St. Louis. He serves as part of the audiovisual team at both the early and late worship services each week, and leads discipleship efforts as part of the Vision Team. He previously served three terms on the Holy Cross Church Council (including two years as president and two years as vice president). Philip also led the Strategic Process team, the (pre-call) Transition Team, and the WAVE capital campaign that brought the A/V system to the main sanctuary. Philip has participated in the choir, and served as a deacon, lay assistant, and usher. He enjoys participating in the lively discussions in the Men's Bible Study. His personal mission is to give back to God the countless blessings that have been showered on him.

Philip and his wife Joan have been married for almost 33 years, and have two adult children: Alyssa (a fifth-grade teacher in the Francis Howell School District) and Lucas (a process engineer at Intel Corp. in Portland, OR). He has worked for The Boeing Company for over 37 years as an engineer and program manager for the T-45 and AV-8B programs. Philip enjoys his daily cardiowalks now that he graduated from running. His primary hobby is working on projects around their house and yard, and other handyman activities. When time allows, he treasures spending time at the family cabin in the Wisconsin Northwoods. He is a life-long Green Bay Packers fan and a shareholder of the team.

CANDIDATES FOR MISSION ENDOWMENT FUND



ANDREW DOUD

Andrew Doud has been a member of Holy Cross, along with his parents, Jerry and Christine, for more than 30 years. He is a chemist for Virbac Animal Health and a father of one son.



JOAN PAUL

Joan Paul joined Holy Cross in 1990 and was married to Philip in 1991 in the old chapel. Joan worked previously in Accounting at Maritz Travel in Fenton, MO. She and Philip have raised two wonderful children, Alyssa (28) and Lucas (26). While raising the children Joan was involved with organizations related to their education. She was the treasurer of McKelvey Elementary School's PTO for 2 years and she taught Sunday School and Vacation Bible School for many years at Holy Cross. Joan served on the Youth Committee here at Holy Cross and held many volunteer positions in Parkway's elementary, middle and high schools. Joan was the spirit wear coordinator at Parkway North High School for 2 years. Currently she serves on the Social Activities Committee at Holy Cross and is part of the English as Second Language (ESL) ministry. She previously served on the Council Nominating Committee and played an integral role in fostering our Afghan family last year.

Joan has worked at the YMCA in Maryland Heights since 2008 as an Exercise Instructor. She teaches classes to Parkinson's patients there through the Parkinson's Association. Previously, she was a Personal Trainer at the Y. Joan continues to work as a dog walker and pet sitter. She enjoys camping, hiking, and indoor cycling.

Through your generosity, God is at work across the ELCA. A portion of your o ering, called Mission Support, advances the ministry of our church, helping the ELCA nurture Christian community, raise up leaders, serve our neighbors and strive for justice. Read stories and learn more at ELCA.org/SOFIA.

