



BAY VIEW ASSOCIATION OF THE UNITED METHODIST CHURCH

## Memo

**To:** Board of Trustees  
**Cc:**  
**From:** Barbara Pfeil, Executive Director  
**Date:** January 6, 2023  
**Subject:** Executive Director's Report (December 12, 2022 – January 6, 2023)

### Program Management

- **Program Director meeting** held on January 6th. Agenda included:
  - Review of current Facilities Calendar in Sharepoint with Patrick Kilkenny
    - Limitations such as: can only view by building; not enough location options
    - The Committee meetings calendar that was available behind the member wall will be resurrected for 2023 and managed by Jen. This was discontinued in 2022 due to the Admin staffing shortage.
    - Julia has been diligent about watching for scheduling conflicts and proactive about offering alternatives
  - The Program Directors agreed to work together to put on “Woods Walk II” on Monday, July 3<sup>rd</sup>. The walk will begin at 4:30 and participants may join the Sam Spayde Hot Dog Roast afterwards.
  - Another Program “scheduling” meeting is planned for January 23<sup>rd</sup>
    - Program Directors, Patrick and Zach will review what is on our consolidated Facilities Calendar for the 8-week Assembly Season for programs.
      - As a team, we will confirm that Zach may move forward with the Facilities Calendar data for publication in the Summer Program.
        - Zach is asking for all entries for Bay View's printed Summer Program to be submitted by the end of January.
- **Education program administration**
  - Drafted an “Education Guest Agreement” for unique types of guests coming to Bay View via Education programming.
- **Performing Arts**
  - Vespers ticket sales are at \$5,500, which is \$1,350 ahead of last year at this time. This was the first time that the Music Festival offered an online viewing of highlights from prior season Vesper performances. We are evaluating whether to offer a similar video next year - before Christmas again.
    - A Valentine promotion for discounted Vesper tickets will be launched later this month. This is the last opportunity to purchase tickets at a discount for 2023.

## Staff / HR

- **“Waterfront Operations Manager”**
  - Recruiting has begun
  - Interview questions need to be drafted.
- **Professional Marketing Consultant-**
  - Sarah George, Connective Consulting
    - Analytical phase complete – project meeting scheduled for January 10<sup>th</sup>
- **Facilities Calendar software upgrade – from Sharepoint to Skedda**
  - Zach Panoff and Patrick Kilkenny are working together to implement a new “purpose built” scheduling software beginning the week of January 9<sup>th</sup>. They hope to have the migration complete by the beginning of February.
    - A variety of sorting options for reporting will be available by ‘activity type’ (ie. programs, committees, social clubs, etc); by building and other locations..
    - The scheduling software will continue to be for internal users.
      - Patrick is able to authorize users for scheduling and/or for view only
- **New phone installation will be done by Friday the 13<sup>th</sup> of January.**
- **9 Individual personnel meetings to review 2022 performance, 2023 goals and 2023 contracts will be completed by Friday, January 13<sup>th</sup>.**

## Administration & Finance Management

- Zoom meetings with Plante Moran audit team occurred on Tuesday, December 13 and Tuesday, December 20<sup>th</sup>.
  - Lori and I worked on more reporting & information requests for Plante Moran through December 23<sup>rd</sup>.
- I met with Tim Timmer, Vice President Business Banking at CNB, on December 14<sup>th</sup> to sign the mortgage loan agreement for the cottage on Moors that Bay View purchased in October.

## Community Relations

- Lunch meeting during the holidays with McCune realtors: Mary McCarthy and Jill Petro. We discussed Bay View cottage rentals.
- Lunch meeting during the holidays with LeaAnne Montel. We planned for The Gathering Post 2023.
- Attended the Petoskey Model Railroad Club open house at the Bear River Valley Heritage Center on December 16<sup>th</sup>. I collected contact information for 3 club members. Shared the contact information with Bay View members. This club collaborated with Bay View members before to create a model of the Bay View railroad depot from 1913 with cottages up on the hill. (see attached photo)

