

**Canadian Mennonite Publishing Service (CMPS) Executive Meeting
Thursday, April, 21, 2016 at Rosthern Mennonite Church**

Members Present: Dick Benner (staff), Tobi Thiessen, Henry Krause, Lois Epp, Linda Matties.

1. Agenda: Accepted as circulated

2. Board Meeting Agenda Overview: Tobi Thiessen gave an overview of the meetings that would take place on Friday and Saturday.

Directors' Meeting of the full board

Members' Meeting that is the annual meeting of CMPS

Directors' Meeting that determines table officers and plans further meetings

3. Discussion Items

Budget Report

- Need to address continuing deficits
- Mennonite Church Canada contribution is down considerably
Salary differential due to a misunderstanding of Michael Hostetler's salary and commission agreement
- Benefit increases due to change in insurance carrier
- Professional fees reflect payment to an attorney for helping with writing new bylaws. The billing came in late and is being pro-rated over two years.
- The amount in the telephone line is up because it now includes internet costs. Internet costs used to be in the office line.
- Special projects includes costs for the survey and web design
- Government grant was up and personal donations were steady
- Advertising revenue is down due to the loss of some anticipated contracts
- Salary costs are down a bit due to only having one Young Voices editor at the present time
- Staff (Dick and Michael) prepared a proposal to raise an additional \$50,000 each year for three years

Executive actions regarding the budget:

- There was conversation about moving CM from merely a publication to a value-added enterprise that refers readers to resources on special issues like mental health services, elder health care supports
- Some of the amount in the capital fund will be used to buy a new computer for one of the staff members
- Due to the fact that the stabilization fund is being drawn on much earlier this year than last year, the board requests a Cash Flow Management Plan from staff. This will include a fund raising progress report and will be due on June 30. Natasha is to send it to Lois.
- There was also discussion about reducing cost by reducing the number of issues if needed.

4. Succession Planning : This item was tabled

Minutes recorded by Linda Matties

Canadian Mennonite Publishing Service (CMPS) Pastors' Lunch Notes
Saturday, April, 23, 2016 at Rosthern Mennonite Church

Members Present: CMPS Board directors, Dick Benner (staff), pastors of Saskatchewan Mennonite churches, Donna Schulz (Saskatchewan correspondent)

The discussion followed in response to these questions:

1. How can *Canadian Mennonite* serve your congregations?
2. How can congregations help *Canadian Mennonite*?

There was affirmation for the writing by Donna Schulz. It was mentioned that her stories received the most online hits.

There was affirmation for the coverage of the Truth and Reconciliation Commission.

There was discussion about the online availability of *Canadian Mennonite*. This is a particular help for those in other countries. Prior to online availability Christmas articles were not available until Easter. There was some concern that online formatting was cumbersome. Individuals at the meeting helped each other with technology settings to achieve better access

Pictures are particularly helpful for those who don't read English well.

In Saskatchewan the language in congregations is English with the exception of a Colombian Spanish group.

Appreciation was expressed for articles about biblical interpretation.

A suggested topic was the experience of interim pastors.

A comment about providing space for discussion about issues suggested that it was much better to focus discussion on an article than on people.

There was affirmation for editorials that challenge various aspects of issues.

There was affirmation for *Canadian Mennonite's* independent status.

There was discussion about how to distinguish the various voices that appear. A logo may not be enough. It may be necessary to articulate a policy. Several suggestions were made re: banners like the one for Young Voices, borders around edges of pages, etc.

There is still enough memory of the *Mennonite Reporter* that the name is sometimes used interchangeably.

There was appreciation for OpEd that pushes beyond the safety line.

The challenge of reading about an issue from more than one side was enjoyed.

Subscription data includes 150 to the USA and 50 overseas.

Incomplete Attendance List:

Harry Harder, Pleasant Point Mennonite
Bruce Janzen, Laird Mennonite
Walter Janzen, Horse Lake Mennonite
Russ Friesen, Tiefengrund Mennonite
Florence Driediger, Peace Mennonite, Regina
Garry Peters, Hanley Mennonite
Otto Driedger, Peace Mennonite Regina
Murray Logan, Grace Mennonite, Regina
Josh Wallace, Warman Mennonite
Craig Neufeld, Rosthern Mennonite
Ben Pauls, Zoar Mennonite, Waldheim
Ken Warkentin, Nutana Park Mennonite (Moderator, Mennonite Church Saskatchewan)
Anita Retzlaff, Nutana Park Mennonite, Saskatoon
Garth Ewert Fisher, Mount Royal Mennonite, Saskatoon
Claire Ewert Fisher, Grace Mennonite, Prince Albert
Alexandra Elish, London
Stuart Murray, London
Rod Suderman, First Mennonite, Saskatoon
Carol Epp, Zoar Mennonite, Langham (member of MC Sask. Pastoral Leadership Commission)
Ana Janzen, Carrot River Mennonite
Daniel Janzen, Carrot River Mennonite
Emily Toews, North Star Mennonite, Drake
Margaret Ewen Peters, Fiske, Hershel
Ryan Siemens, MC Saskatchewan area church minister, pastoral and congregational relations
Kirsten Hamm-Epp, MC Saskatchewan area church minister, youth programming
Krista Loewen, Wildwood Mennonite, Saskatoon
Todd Hanson, Rosthern Mennonite (MC Canada Witness worker in China)
Jeannette Hanson, Rosthern Mennonite (MC Canada Witness worker in China)
Luke Miller, infant son of Emily Toews and Bryce Miller
Elijah Janzen, infant son of Daniel and Ana Janzen

**Canadian Mennonite Publishing Service (CMPS) Annual Meeting
Saturday, April, 23, 2016 at Rosthern Mennonite Church**

Members Present: CMPS Board directors, Dick Benner (staff), and Naomi Unger

1. The meeting was called to order and the agenda was reviewed by Tobi Thiessen.
2. Moved by Henry Krause / Seconded by Kuen Yee / Carried that the financial statements for 2015 be accepted as circulated.
3. Moved by Ken Reddig / Seconded by Tim Reimer / Carried that BDO be appointed as the auditors for Canadian Mennonite Publishing Service.
4. Nominations report: Ally Siebert, whose biography was circulated, has been nominated by the Nominations Committee as a board member for CMPS. This motion was carried.
5. Dick Benner reported briefly about the readership survey that was done during the past year. There was a brief discussion about the survey findings.

Adjournment

**Canadian Mennonite Publishing Service (CMPS) Directors' Meeting Minutes
Friday, April 22 at Rosthern Mennonite Church**

Members Present: Dick Benner (staff), Tobi Thiessen (chair), Tim Reimer, Bryce Miller, Kuen Yee, Lois Epp, Doreen Martens, Ken Reddig, Henry Krause, Linda Matties. Absent with regrets: Carl DeGurse, Rod Wiens, Bryan Moyer Suderman.

1. **Welcome:** Tobi Thiessen
2. **Opening devotional and Local Welcome:** Craig Neufeld, Pastor of Rosthern Mennonite Church

Craig showed us a picture of Forest House in the Boreal Forest on the Canadian Shield that he likes to visit. In winter it can be accessed by snow mobile or dogsled. In summer access is by floatplane and canoe. It is ecofriendly. Last summer it was affected by wild fires and the trees around looked like scorched sentinels.

Forest House is like a parable of the Easter story. Just as Jesus' friends were powerless to save Jesus, friends of the lodge were powerless during the fire. Holy Saturday was a time when everything was thought to be gone and dead, However, just as Jesus rose from the dead and a new life of faith began for his followers, the lodge survived, fire coming within 30 feet. The surrounding growth also is coming back to life.

We are people of the resurrection. Resurrection life is not exactly as life was before. The forest, too, is different. The church as we know it may die, but God is at work building a new church. There is pain, hope and beauty.

Prayer

3. **Board introductions and check in**
4. **Agenda** reviewed and accepted as circulated.
5. **Minutes** of meetings held during 2015:
Moved by Linda Matties / Seconded by Henry Krause / that the minutes of the full board meetings and executive were accepted as circulated.

It was decided that executive minutes be sent to all board members.

6. **Chairperson's Report**
Tobi Thiessen's report is found on Page 26 of the report booklet.
Mennonite Church Canada has been a connecting thread across the country. This is a also a natural role for Canadian Mennonite. Renegotiating the partnership covenant is an important task in this time of change. There is tacit approval from the area churches. During the transition time from the old to the new structure

we will probably need to extend the existing covenant until the new one is signed.

It is important to look at the minutes of the Mennonite Church Canada General Board Meeting to see exactly what the area churches have agreed to do.

7. Editor / Publisher Report, pages 17-25.

7.1 Readership Survey

Because the survey was designed for people who actually read the paper the results are not surprising.

It did not address the ways potential CM functions.

Concern about the average age or readership.

There was a print and online survey option.

Asked about what devices were used.

Would be great to redo survey in 5 years to track changes.

11% response rate is a high rate for this type of survey.

Report summaries are to be made for various groups

Dan Dyck has received the information

Coffee break

Dick circulated a thumb drive with the latest versions of video presentation

Relationship between survey and online analytics might be useful to know

Recognize limited value of survey data

Useful to have specific groups analyze specific streams of data

Some data streams might be content or independence of CM

Handling of qualitative vs. quantitative data varies

Email or telephone conversations regarding data in 6 weeks

7.2 Editorial highlights

Dick listed a variety of topics covered by articles and letters

There are more submissions than can be used

Question asked of submissions: Is it in the conversation or should it be?

Letter policy includes 3 per year per person

Emotional descriptions like fearful or anxious of people and groups

discouraged

Only remove from internet if there is a lawsuit

Corrections are noted and referenced

Permission to put in photos is obtained

How to prevent topic fatigue?

How to present topical diversity that reflects readership diversity

Does allowing conversation avoid explosion?

Lunch at Mennonite Youth Farm

7.3 Digital *Canadian Mennonite*

Website working well

Increased use of Facebook, Twitter

Discussion re: APP development: interesting idea but too expensive now

7.4 Circulation: See charts on pages 19, 20, 21

Continue to acquire more digital subscribers

Churches withdrawing from MC Canada does not necessarily mean that all subscriptions are lost. Some member choose to become individual subscribers

7.5 Marketing/Advertising

Two big ad contracts lost

Ads from schools and for pastoral vacancies are increasing in size and frequency

7.6 Staff

Very little turn over

Dick's retirement flexible

8. Financial Reports

8.1 Overview of expenditures

The stabilization fund is already being drawn on to carry expenses.

There are too many months left until the grant can be expected.

Staff is requested to provide a monthly cash flow report so that the board can see how much of the stabilization fund has been used, how much income has been generated, etc.

Some payments may need to be deferred if possible.

Moved Lois Epp / Seconded Bryce Miller / Carried

To approve Financial Statements as presented.

Coffee Break

8.1 2016 Budget

The fund raising line of the budget was increased to enable the new fund raising strategy to be implemented.

Moved by Lois Epp / Seconded by Ken Reddig that staff receive a 1.3% cost of living increase

Moved by Lois Epp / Seconded by Tim Reimer that grant funds be distributed evenly throughout the year.

8.2 Fund Raising Proposal

The draft proposal was discussed at length

The proposal includes value added resource listings including a volunteer opportunity clearing house

A prospect list was presented

Messaging for fund raising was discussed

Jesus as center of faith

Community as center of life

Reconciliation as center of work

This provides a solid vehicle with infrastructure in place to carry the message to the church.

It was suggested that grants other than the government grant be sought
The basic proposal was to raise an additional \$50,000 every year for 3 years

The board agreed that the fund raising was to go ahead.

Doreen was to rewrite the proposal including goals, tactics and message

8.3 Budget motions

Moved by Ken Reddig / Seconded by Doreen Martens / Carried to accept the budget as amended

Moved by Henry Krause / Seconded by Tim Reimer / Carried to allocate \$2500 from the capital fund for the purchase of a new computer

Moved by Lois Epp / Seconded by Tim Reimer / Carried that funds from the Stabilization fund be used until the grant arrives

9 Directors' Reports

9.1 Henry Krause, p. 27

9.2 Linda Matties, p. 28, 29

9.3 Lois Epp, p. 29, 30

9.4 Kuen Yee, p.30-32

9.5 Carl DeGurse, p. 32

Adjournment for the day

Canadian Mennonite Publishing Service (CMPS) Directors' Meeting Minutes Saturday, April, 23, 2016 at Rosthern Mennonite Church

Opening Devotional:

Maryanne Harder read a story about a childhood experience, when she and her father were stranded due to vehicle failure and had to walk home. She carried her new white shoes and walked barefoot. When she finally arrived at home she glimpsed a light through the window and her mother washed and dried her cold and cut up feet. Symbols of her experience include a kerosene lamp, basin of water, and purple towel. She read Zephaniah 3: 12, 17.

Henry Krause shared the story of the Emmaus disciples. They were reliving the disaster of Jesus' death. As they related the events to the stranger who joined them they shared their shattered hope. In that moment they did not have the ability to see clearly. They needed to have their prior assumptions deconstructed in order to see who Jesus always said he was and what he always claimed to be. In the painting of this story the Moorish maid sees what others don't see. They arrive at an eye-opening point that allows them to see. Then they rush back to Jerusalem to help build new dreams. God can bless what we've always been given to move ahead.

Prayer

9. Directors' Reports Continued

9.5 Ken Reddig, p. 32

9.6 Doreen Martens, p. 34

We are challenged to explore value added ideas for audio production.
(Textaloud)

9.7 Tim Reimer, p. 36

9.8 Bryan Moyer Suderman, p 33 (Joined discussion via skype)

The Church Engagement Council met with General Board and other councils. Time was spent on the Future Directions Task Force proposal to make sure there would not be gaps in implementation. The increased need for communication across the regions was noted. Concerns include reduced appetite for funding *Canadian Mennonite*. The new structure has regional bureaucrats meeting each other but this leaves out grassroots members.

Break for Pastor's Lunch

Doreen Martens presented the revised version of the fund raising proposal

Moved by Linda Matties / Seconded by Ken Reddig / Carried : that the revised strategic communication plan be accepted in principle

Moved by Lois Epp / Seconded by Doreen Martens / Carried : approve the implementation of the fundraising plan, including initiating listening meetings.

10. Editor / Publisher Job Description : p. 37

10.1 One position with huge task

Discussion regarding splitting the job and creating two part time positions
The Publisher role would involve relational and business skills and would not necessarily need to be based in Waterloo.

Moved by Doreen Martens / Seconded by Lois Epp / Carried that the two positions be advertised side by side with 60% allocated for the editor and 40% allocated for the publisher inviting applications from qualified persons and allowing for the combining of positions if possible.

10.2 Search Committee

Committee to consist of Doreen Martens, Bryce Miller, Carl DeGurse with Henry Krause as an alternate

A special email address is to be created so that inquiries and resumes can be sent to all members of the search committee.

searchcommittee@Canadianmennonite.com

11. Conversations with Publishing Partners

Negotiation Committee consists of Tim Reimer, Henry Krause, Lois Epp, Ken Reddig

The committee will need to make the case that Canadian Mennonite is a greatly needed communication tool

The covenant document will need substantial review as there will likely be fewer partners

The effect on the every home plan needs to be considered

Saskatchewan and British Columbia provide good models for funding

Discussion to be initiated at the July assembly

12. Membership for annual meeting

Membership consists of representatives from publishing partners and members of the public.

13. Nominations

Ally Siebert, whose biography was circulated, has been nominated by the Nominations Committee as a board member for CMPS. This motion was carried.

Adjournment

Canadian Mennonite Publishing Service (CMPS) Directors' Meeting
Saturday, April, 23, 2016 at Rosthern Mennonite Church

Members Present: CMPS Board directors, Dick Benner (staff)

1. Appointment of Executive
 - Chairperson: Henry Krause
 - Vice Chair: Tim Reimer
 - Secretary: Linda Matties
 - Treasurer: Lois Epp
 - Member at Large: Carl DeGurse

2. Sub Committees
 - Publishing partner negotiations: Tim Reimer, Henry Krause, Lois Epp, Kuen Yee
 - Search committee: Doreen Martens, Bryce Miller, Carl DeGurse, Henry Krause (alternate)
 - Nominations: Kuen Yee, Tim Reimer

3. Nominations
 - Because Bryce Miller is moving to Manitoba, it was proposed that his board membership be changed to another category other than Saskatchewan representative
 - Naomi Unger expressed interested in joining the board

4. Next meeting
 - An electronic meeting is to be held on Thursday, June 16 at 4:30 Eastern time
 - Meeting at the assembly in July is also a possibility

Adjournment