



Association of Consultants for Liturgical Space

ACLS BIENNIAL BUSINESS MEETING 2017

JANUARY 10, 2017 SANTA FE, NM

AGENDA & REPORTS



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INTRODUCTION

Dear ACLS Members,

Attached you will find an agenda and reports from board members and committee chair that detail the work that has been done on behalf of ACLS since our last Biennial Business Meeting in 2015. The areas covered are reports from: Treasurer, Website Master, Membership Chair, Newsletter Editor, and Webinar Committee Chair.

Our meeting will officially be held on Tuesday, January 10, 2017 at the Drury Hotel in Santa Fe. We begin that afternoon with our business meeting at 3:30pm followed by a tour of the cathedral at 4:45 and Mass in the cathedral at 5:15. There will be a Cathedral Ministries Conference reception at 6:15. The reception will be followed by an ACLS program featuring the work of Santa Fe liturgical artist Phyllis Lehmborg. Phyllis' work is inspired by her discovery of the medieval needlework of Opus Angelicum with its metallic embroidery on silk. Today Phyllis creates exquisite, unique silk vestments and banners with her appliqué and embroidery of threads of gold. Phyllis will talk about her technique and her methodology for discerning imagery that is unique for each commission. She will bring examples of her work for all to see. It should be a very interesting and stimulating evening as we explore the work of this local Santa Fe artist.

Our biennial meeting offers us a time not only for looking at beautiful art and for camaraderie with our colleagues, but also a time for reflection on the organization's achievements of the past two years and a chance to dream about the future of ACLS. For those of you who are unable to join us in Santa Fe, we are initiating this year the opportunity to join us via Go To Meeting. As usual I would welcome your comments and suggestions for ways we can support and promote ACLS members as together we create beautiful worship spaces for faith communities. A Blessed New Year to All,

Carol Frenning, ACLS President



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Welcome

Call for Reports:

- State of the Organization
- Treasurer's Report
- Membership Report
- Newsletter Report
- Webinar Report
- Website Report

New Business:

- ACLS Outreach / Conference Initiative 2016
- ACLS Sponsored Travel 2020



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STATE OF THE ORGANIZATION

Our biennial meeting offers us a time for reflection on the achievements of the past two years and a chance to dream about the future of ACLS. Our progress in many areas is documented in the reports that were sent to all members. As I read through them I was struck by a number of accomplishments.

First is the increase in membership by one third since this board took office. Much of this is due to the tireless work of Juanita Yoder and the rest of the board. While this is great news, I think we can do even better in the coming year. And I challenge all of our members to each seek out one new member for ACLS this year.

Second is the care and seriousness with which the board approaches its fiscal responsibilities. Balancing the benefits of expenditures – particularly for advertising, our major expense – is an ongoing conversation that is thoughtfully guided by treasurer Robert Habiger. As our membership increases we are able to take on more both in promoting and in enriching our members.

The ACLS newsletter is evolving in a positive way. The quarterly format and editorial oversight of Shelley Kohlman Smith have given consistency and expansion to the newsletter. The new effort to feature members with award winning projects has been successful and I would encourage any member with a project to highlight to contact Shelley.

Our ACLS face to the world comes through our website. There is a constant need for oversight and updating. This has occupied much of the board's time. Through the able hands of Will Brocius our website continues to improve and stay current – all of this within a manageable budget. Will's visual acumen and design sensibility have refreshed the look not only of the website but of our brochures and advertising.

The webinar committee, chaired by Marilyn Morgan, has expanded. And the quality of the webinars has improved. The webinars are a key benefit of ACLS membership. A collegial approach to our work has been at the core since the founding of ACLS. This approach is most clearly represented in the continuing success of the webinar program where ACLS members share their insights and knowledge. For the future I see an expansion in this area to an educational outreach that can stretch beyond ACLS both in bring outside expertise to our members and in taking our expertise beyond our membership. I anticipate some exciting new efforts in this area.

This past year has seen the fruit of efforts to formally connect ACLS with a number of longstanding conferences in the area of liturgy and ministry. A formalized track of art and architecture sessions offered by ACLS members was seen at two regional conferences in 2016: Southwest Liturgical Conference and Dallas Ministries Conference. ACLS members had exhibited and a few had presented at one or the other of these conferences in the past. What



is new is the formalized relationship with the conference board. In both conferences ACLS created a track of sessions specifically devoted to art and architecture. We look forward to continuing these relationships in future years and to expanding to conferences in other parts of the country.

During past conferences ACLS has sponsored tours of area churches. Many of us have attended and enjoyed both the actual experience of the spaces and the camaraderie of our colleagues' comments. One of our future goals is to expand the tours beyond conferences. The board is working with ACLS member Johannes Albl to plan a tour for the next presentation of the Passion Play in his hometown of Oberammergau in 2020. More information and an initial survey for members' input will be sent out shortly after our biennial meeting.

The past two years have been busy and rewarding ones for your board and hopefully for all our members. As usual I would welcome your comments and suggestions for ways we can support and promote ACLS members as together we create beautiful worship spaces for faith communities.

Respectfully submitted,
Carol Frenning, ACLS President



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TREASURER'S REPORT

The financial condition of ACLS remains strong with cash reserves equal to one year of typically budgeted expenses. This report covers the past two (2) calendar years - 2015/2016. For the combined two years our total expenses exceeded total revenue by 4.27%. This small shortfall was anticipated by the ACLS Board and made necessary for the website redesign expenses that occurred in 2015.

Member Fees

In 2015 Member Fees held steady to the same level as in 2014. However in 2016 there was an increase in membership and subsequently member fees. Please refer to the Membership Report for further information. This increase in membership as well as changes in member categories translated into a 34% increase in member fees for 2016, over the 2015 level.

Advertising & Promotion

Over the last two years one of the objectives of the ACLS Board was to increase ACLS presence via advertising and promotion. In 2015 we increased our advertising expense 169% over the 2014 level and then followed that in 2016 with a 55% increase over the 2015 level. The percentage of advertising/promotional expenses for 2016 was 33% of the total expenses for the year. This compares to having only 8% of the total expenses in 2014 going towards advertising/promotion. Moving forward into 2017 we are budgeting 40% of our total expenses for ACLS advertising/promotion.

Member Services

Other than advertising/promotional expenses our next major expense category is for the GoToMeeting and GoToWebinar services. This expense represented 16% of the total expenses for 2016. Other member services costs include on-going website maintenance and hosting and general administrative costs. These expenses represent 8.5% and 6% of the total expenses for 2016.

Actual dollar amounts have purposely been omitted from this report so as to not indiscriminately divulge financial information. A full dollar accounting of revenue and expenses will be provided at the Biennial meeting.

Per the ACLS Constitution, an annual audit of finances has occurred yearly. The last two years this audit has occurred in January by a group of ACLS non-board member appointed by the President.

Respectfully submitted,
Robert Habiger, ACLS Treasurer



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MEMBERSHIP REPORT

The ACLS Board, Committees and dedicated members have been working diligently to provide new as well as maintain existing benefits and services to the membership of the Association of Consultants for Liturgical Space. These efforts have in the last three years led to an increase in numbers of 45% resulting in a corresponding increase of 77% in income.

This increase in membership can be itemized as follows:

MEMBERSHIP GROWTH										
DATE	NO. MEMBERS	MEMBERSHIP CATEGORY				MEMBERSHIP LEVEL				
		LDC	ALLIED	AFFILIATE	EMERITUS	BASIC	STANDARD	PREMIUM	SPONSOR	EXEMPT
2013	42	15	24	NA	3	29	8	1	NA	4
2014	49	21	25	NA	3	36	8	1	NA	4
2015	51	18	30	NA	3	34	10	3	NA	4
2016	61	20	35	3	3	37	14	3	2	4

Some of the factors that led to this growth are:

- Contacting and listening to individual members during the process of membership renewal. (Juanita Yoder)
- Co-sponsorship of and participation in Art & Architecture Study Tracks at the SWLC Study Week, Dallas Ministry Conference and the Cathedral Ministries Conference.
- Development of and improvements in the Webinar Series by the Webinar Committee.
- New membership category (Affiliate) and level (Sponsor).
- Launch of new website.

New initiatives to grow and serve the membership:

- Maintain and expand process of making individual contact with members to listen to their questions, concerns and ideas for the organization.
- Maintain and expand co-sponsorship of and participation in related outside conferences.
- Support the Webinar Committee in the further development of the Webinar Series.
- Maximize the development of the new website and plan for the launch of future website.

Respectfully submitted,
William E Brocius, ACLS Board Member

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NEWSLETTER REPORT

The purpose of the ACLS Newsletter is to inform our members about all the ACLS news, (obviously), and has been great fun to put together!

We have begun adding upcoming events as well as letters from our President and Spotighting Member's Awards.

- Our goal is to get the quarterly newsletter in the hands of all the dioceses around the country and keep our organization on the forefront of those who are planning projects. We would love to be the go-to group for Liturgical Design, Art, Architecture, etc!

A new Idea for a new year:

- In addition to this, we would like to publish a monthly email with articles from our members! Perhaps you have a project you're excited about or a difficult design problem you've conquered that we could all learn from? This would be a wonderful way to get to know each other as well as a chance to see what you are doing. Just send Shelley Kolman Smith (shelley@ShelleyKolmanSmith.com) your article, complete with photos, and we'll include you in the email. We would even like to know if you have an interesting event coming up or a book you think we need to know about. Have you unveiled a new project? Found a unique solution to a Liturgical design? Or maybe you've seen something that's a "what not to do"? Send it!

Respectfully submitted,
Shelley Kolman Smith



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WEBINAR REPORT

The Webinar Committee has been offering webinars to the membership during the years 2015-2016. There are eight webinars that are offered in the spring and fall and are open to all members. Those who cannot attend the webinars at the times that they are presented can view them on the ACLS website. The webinars are posted online three months after they are presented. This is done in order to encourage members to attend the presentations, as questions and dialogue add to the richness of the presentations.

The webinars have covered a wide variety of topics and the committee has tried to balance the presentations between artists, architects and liturgical consultants. We have had outside speakers on subjects such as lighting, marketing and multi-cultural art.

The attendance on the webinars has been pretty consistent, averaging about 19 members each time. Some members also invite other staff members to join the viewing. The number of members who view the webinars on the website has also remained consistent, at about nineteen.

The committee is presently working on the line-up of topics and speakers for the coming year as well as working to improve the actual webinar format. We hope to offer a professional-looking webinar, complete with music and a statement about our mission. Presently after each webinar an evaluation sheet is sent to the participants. This information is helpful in our planning for the future. One of our goals for the future is to make a video that tells others what the mission and work of the ACLS is, with hopes of distributing this to Diocesan Offices.

During the year the committee surveyed the members, aiming at those who do not view the webinars. Our quest was to find out why they don't participate. We asked about availability in general, dates that the webinars are offered, the time of day they are offered and the topics that we have been offering. We learned nothing conclusive from the survey. People are just busy and for some neither the time of day nor the date was the reason they are unable to participate. Overall, the satisfaction with the webinars is high.

Respectfully submitted,
Marilyn Morgan, Chair ACLS Webinar Committee

Committee members:

Paul Barribeau

Jim Hundt

Gilbert Sunghera



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WEBSITE REPORT

Since it was launched in May of 2015 the new ACLS website has been steadily filled with member information & portfolios, newsletters, event & webinar information as well as ACLS documents & meeting minutes. In addition to filling out the website there have several additions made to better grow and serve the membership.

Some of these additional improvements are:

- Addition of "Affiliate" & "Emeritus" membership categories and "Sponsor" & "Exempt" membership levels to website.
- Addition of "Sponsor" membership level logo crawl at the bottom of every website page.
- Archiving of Webinar recordings in the "Membership Area" of the website.
- Addition of monthly "Insites" letter.

While the new website represents a great improvement in the ACLS's presence on the internet and service for its members there have been growing pains. These issues range from member difficulties with logging onto the website to glitches with image formatting on the member profile and portfolio pages. We continue to work with Bob Newberry at NewWard Development LLC to fix these issues and make improvements to the website.

Some of the initiatives that are being considered to further develop the website are:

- Encourage more members to post their work in the "Members Portfolio" section of the website.
- Develop mailing list of members and non-members to receive notices of appropriate (events, newsletters, etc.) posts on the website.
- Connect website with other appropriate social media group sites such as "Facebook" and "Linked-in". Develop webinar to encourage members to repost items on website to these social media platforms.
- Start planning for development of future website to be launched late 2017 - mid 2018.

Respectfully submitted,
William E Brocious, ACLS Board Member