
Green Wood Task Force

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Seven Key Questions

- 1) How is Green Wood used today?
- 2) What are the costs for owning & maintaining Green Wood?
- 3) What is the income from Green Wood?
- 4) What are the merits of Green Wood and how do they complement the overall FUMC mission?
- 5) What are the pros and cons of having a second location?
- 6) How could Green Wood increase use and vitality?
- 7) Feasibility of selling or disposing of the property?

How is Green Wood used today?

Data:

2008: 49 hrs / month of use (35% related to Saturday service)

(not including maintenance activities, cleanup, etc.)

- Typical Uses: Saturday Worship, Coffee Houses, Sarah's Sisters UMW Circle, weddings, funerals, GW leadership meetings, Men's luncheon, Messenger collating, prayer and meditation meetings, retreats, Faith & Food garden, Bible study classes, and various church meetings
- Comfortably seats 60 to 80; can accommodate up to 110 people
 - Approximately 50 parking place
- Used as a Daycare Center until 2004

How is Green Wood used today?

Observations:

- No one person manages the space today
- The building is under utilized
 - The building is only occupied 13% of a 12 hour day
- There is not a regular presence at the facility during the week
- There is limited marketing and advertising of Green Wood
 - Either to local community or FUMC members
- Sunday is the day most often not scheduled

Costs for owning & maintaining Green Wood?

Data:

2009 Estimated Expenses are \$53,500

- Includes a portion for pastoral time, music director, maintenance staff, payroll taxes & benefits, building insurance, telephone and programming
- Also includes budgeted expenses shown below including electricity, gas, water, maintenance expenses, and street assessment
- Compiled by Brad Vincent

2009 Expense Budget is \$25,500

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|------------------------|----------|
| – Electric | \$3,000 |
| – Gas | \$11,000 |
| – Water | \$1,400 |
| – Maintenance expenses | \$8,500 |
| – Street Assessment | \$1,600 |

Costs for owning & maintaining Green Wood?

Observations:

- Maintenance investment has declined over the last couple years due to budget constraints
- Expenses are kept low by significant input from volunteers (work days, children's education program, hosts, etc)
- Expanded use would require some capital investment and would marginally increase maintenance, repair and upkeep costs
- There is no detailed professional maintenance plan for Green Wood

What is the income from Green Wood?

Data:

- **2008 Estimated Revenue = \$63,432**
 - Compiled by Brad Vincent
- **Average giving at Green Wood: \$1220 per week**
- Twenty five regular givers
- Average attendance: 60 to 70 people

What is the income from Green Wood?

Observations:

- Income from Green Wood exceeds expenses and GW is not a financial burden on FUMC
- It is unknown whether the 25 regular givers would attend a Sunday service Downtown if Green Wood were not available
- Increasing average attendance by 10 regular givers could increase income by approx. \$11,000 per year
- Utilizing Green Wood for more than Saturday evening service and Coffee Houses has the potential for bringing in additional funds

What are the merits of Green Wood?

Data:

- Perfect setting for a non-traditional service:
 - Max of ~ 110 people - works better in 60 to 80 range
- Historically the least senior Pastor preaches at Green Wood
- The layout allows for a simple but flexible service configuration, which can be adjusted quickly for more or fewer attendees
- Casual, child-friendly environment
- Offers a “small church” feel and reaches out to NE Ann Arbor
- Great sound system, allowing for quality music oriented activities
- The natural backdrop is beautiful and creates a closeness to God
- Many dedicated volunteers help with the service and coffee house (greeting, bringing food, setting up)

What are the merits of Green Wood?

Observations:

- Green Wood provides an excellent learning opportunity for new pastors
- Smaller venue engenders a feeling of being invested in each other, in taking care of the property, and in the personal relationship to the pastor and programming
- Dedicated group of people who help with the service and activities at Green Wood
- Can be a good “feeder” - comfortable service for young kids but encouraging transition to the downtown youth program
 - Predicated upon assumption that some weekly children's program will be offered once Rev. Tim Ziegler and Lisa leave

Pros and cons of having a second location?

Data:

- Reaches a group of people that likes the small church feel
- Allows experimentation with new concepts and ideas
- Enables symbiosis between Downtown and Green Wood
- Provides spill over space when Downtown is busy or parking / access is an issue: e.g. Downtown remodeling / mission trip launches

- Second facility adds costs (mostly maintenance)
- Second facility increases the number of services – which could be an issue with fewer pastors
- Increases liability due to limited oversight of the space, code issues and cost of big ticket items (boiler, roof, etc.)
- The two facilities quite often operate as separate and independent units – although there is quite a bit of overlapping personnel

Pros and cons of having a second location?

Observations:

- A very strong feeling of ownership exists amongst a dedicated group of people who regularly attend Green Wood
- Green Wood provides the Downtown church an opportunity to experiment with preaching / new ideas
- The parking situation is a plus for smaller gatherings / meetings
- There are strong views about Green Wood within FUMC
 - Both + and - at times that can result in “us versus them” mentality
- Some FUMC members do not consider Green Wood part of FUMC
- Many people who attend Downtown have not attended a Green Wood service
- Youth don't tend to use GW except for mission & retreat assembly, departure and arrival
 - MYF group is too large for the space unless the group is split up

How could Green Wood increase use and vitality?

Observations:

- Increasing site utilization above 13% today will require additional programming and activities than what is currently scheduled
- Green Wood would benefit from a person assigned for marketing, scheduling, event planning, etc.
- There is typically limited presence at Green Wood during week days
- A worship opportunity on Sunday evening or during the week could be exciting and well received (offered either by FUMC or another church)
- FUMC could charge a nominal fee for renting the space
 - Need to evaluate closely vis-à-vis tax exempt status
- The facility needs some investment in physical and personnel infrastructure:
 - General maintenance and focused repairs
 - Dedicated resource for children's program
 - Upgraded office space (phone, computer, wireless, etc.)

How could Green Wood increase use and vitality?

Possible Expanded Uses:

- U of M School of Music recital space
- Local artists or U of M students' art shows
- Business retreats, retirement parties & graduation parties
- Soup/sandwich gathering for North Campus students
- Youth movie nights or sleepovers
- Partnering with another small church in the area
- Open-Mic music, poetry slam, monthly potluck etc.
- FUMC Sunday ideas:
 - jazz/espresso service,
 - interactive services led by attendees by sign up,
 - services for under-served communities such as GLBT,
 - services for non-English speaking people

Feasibility of selling or disposing of the property?

Data:

- Green Wood and the parsonage appear to be on same / original tract
 - The properties next to the parsonage was sold by Glacier United Methodist in 1991
- There appears to be one additional plot of land owned by FUMC located close to the parsonage and Green Wood
- FUMC was offered significant sums for the Green Wood site in the past
- The economy has reduced most Ann Arbor realty values by 25%+

Feasibility of selling or disposing of the property?

Observations:

- Current economic climate not conducive to selling the GW building or any adjacent land
- FUMC would need commercial appraisal if property were to be sold
- It would be helpful to understand exactly what the site includes and any zoning restrictions
- Sale of any adjacent land would need to be evaluated on the overall Green Wood setting

Task Force Recommendations

1. FUMC needs to affirm that Green Wood is an important component of the overall Church program
2. Green Wood needs a 2 to 5 year Vision
3. Green Wood should undertake some Marketing effort
 - This means figuring out how the space could be utilized more and where renting out the space makes sense
 - This could be linked with ongoing Downtown projects
4. Green Wood should be used more frequently
 - The most obvious day to increase usage is on Sunday
 - Could explore an alternate service option or sub contract with another small church in the area
5. FUMC needs to designate an accountable individual for oversight of the Green Wood operations and its Vision

Task Force Recommendations

6. It would be helpful to have someone on site for at least a portion of the day that manages the facility (controls traffic)
7. Green Wood needs a detailed maintenance plan created with input from a building inspector
 - An assessment is currently underway to identify critical safety issues
 - Items not meeting code or posing safety concerns may require some investment not currently in the 2009 budget
 - Some maintenance project work or activities could be facilitated through Green Wood work days or Youth projects
8. Green Wood needs a target for growth in attendance over the next year (for example, increase average by 10 people)
 - Follow-up with visitors could help increase likelihood of repeat visits
9. Downtown usage should also be studied in same manner as Green Wood, so that FUMC has a complete picture of all its facilities