

# VTF Team Meeting Minutes

Date: Friday October 3, 2025

Time: 3:00 PM ET

Location: Zoom

## Attendance

- Present:
  - Randy McGuirk – randymcguirk247@gmail.com
  - Carrie Lykowski – carrie@lykowski.com
  - Lorie Mault – lkmault6201@gmail.com
  - Tiffany Gracias – tiffgracias@gmail.com
  - Nancy Proskow – nandiamond42@gmail.com
  - Gary Warren – gkarlw@gmail.com
  - Pres. Glenn Mutscher – mutschers@yahoo.com
  - Pastor Jeff Gramza – revgramza@gmail.com
  - Pastor Mike Rinehart – michaelwrinehart@gmail.com
  - Intern Tim Jordan – [vicartim@tlcmidland.org](mailto:vicartim@tlcmidland.org)
  - Guest Mary Frances from Faith X

## Agenda

Mary Frances, a Senior Associate Consultant at FaithX, presented a Neighborhood Insights Report, which provides demographic data and insights into the community surrounding the church. The report, which includes over 40 different data points, was created using various sources such as the Census Bureau, unemployment data, and education department statistics. Mary Frances explained the process of gathering and updating the data, noting that while some information may be up to a decade old, it is updated at least annually. She also mentioned that FaithX has recently brought their demographic analysis in-house after the company they previously worked with, Datastory, went in a different direction.

The meeting began with introductions from team members, including Lori, Randy, Nancy, Vicar Tim, Gary, and Pastor Jeff Gramza. Tiffany and Glen both emphasized the importance of keeping Christ at the center of congregation activities. They shared personal details and their involvement with Trinity Lutheran Church. Michael Rinehart facilitated the introductions and mentioned his recent conversation with Pastor Jeff. The group discussed their excitement to work together on the strategy team and emphasized the importance of prioritizing both personal and church life.

Mary then began getting into the demographic study. She ran to reports one within a 5-minute drive of the church, the second one 15-minute drive time.

### Neighborhood Insights

Began looking at the 5-minute drive time from the Church

- Total population 22, 819
- We are stagnant not seeing many people leaving or coming
- Very balanced age demographic
- We have families here
- 1/3 of single-family households only have 1 person, we are just over 2 in our area
- Healthy finances
- Very low diversity
- Only 4 people that doesn't speak English (according to this study)
- Not a big commuter population in daytime vs nighttime population doesn't shift much
- 50% of workers and 50% are part of the population
- Potential Risk Factor unemployment at 3.7%
- It was noted that we are above the national average on disabilities
- Rape is the only crime above national average
- 64% of our population is not affiliated with a Church
- Glen asked if there was a trend line. Mary answered before Covid we were at 50%, rate of increase is high
- Mary noted that she has been hearing that Church attendance is going up since the beginning of the year
- Randy asked about volunteer work. Dow pays their employees to do volunteer work, Cortiva also offers so many hours to use for the volunteer work. Lori mentioned the hospital does not. Lori mentioned during her listening teams everyone wants more volunteers, all the 501's are struggling with this.
- We have an educated population
- Poverty is below the national average
- Home values are 100k under the national average
- Income is on average
- Rent ratio is 50% on housing, it costs more to rent than buy
- 50% of the insured have employer based
- Less than half the population see the dr or dentist
- Homelessness is not a risk in our area
- It was surprising that the median age is 40
- No breakdown of age on single housing. Not sure if it's the only population or a younger

Looked at the 15-minute drive time

- No big red flags from the 5-minute to 15-minute drive
- This is the missionary goal
- It was noted that most of this group live outside the 5-minute drive time
- Mary noted that the 15-minute drive is usually the membership group
- Glen asked if there is anything noteworthy of how digital services have become more popular. Mary said no most Churches have kept it because of the investment during Covid. Its more so allowing members with Sunday morning conflicts to be watched.
- Actual decline in population
- Median age 41
- Number of households goes up
- Diversity drops
- Generational stays the same
- Labor force stays the same
- Commutes same
- Daytime population has more workers (it was noted this picks up Dow)
- People with disabilities dropped 4% (mentioned could be retirement homes in the 5-minute drive time)
- Rape is higher
- 88% of the population is insured
- Homeless goes down (it was noted that homeless people are not living in the country)
- Stable population

### Moved into some general conversations

Mike noted that we have a lot of families that are reachable with the age median 40-41. The schools show we have a lot of children. Mary pointed out that the national median age is 39. It was noted that, we have a larger 1&2 family units than the national average. Carrie feels like we have a lot of Churches, so it was interesting to see our unaffiliated population is high. It was asked if there is a trend to membership. Mary noted that the far-right evangelical is growing at exponential rate.

Mary moved on to say we need to say our why it's important to be part of Jesus. People are busy with sports, schools, and other activities that now take place on Sundays. Tiffany noted that this is a constant problem for her family. Since Covid the sports have moved into Sunday morning time slot. Sports came back before in person Church did. Sports will not change. This is problem. Many churches have moved to a midweek service as an offering. Someone in the group mentioned we should ask the congregation. Digital services were mentioned again. Jeff said we have more of an online presence than in person, more people watch throughout the week. It's noted that a lot of people log off after the sermon. We then discussed how there isn't much for someone to do after the sermon watching from somewhere else. It was noted that during Covid or for the older population it is a way for them to see their friends still.

## Housekeeping

Nancy requested help with the handbell choir on Monday 10/6 at 7:45, and Gary and Tim agreed to assist with True Spirits meeting on 10/14 at 8 PM.

Pastor Mike needed to reschedule our 11/4 meeting due to conflict. Asked to move it to 11/11 at 7:30 pm. We all agreed.

## Next Steps

Pastor Mike will send the demographic report to all team members

Team members DOWNLOAD the demographic report to their computers before opening it

Team members review the lifestyle segments in the demographic report

Pastor Mike to send a meeting link for the 10/21 meeting. **THIS MEETING IS ON ZOOM**

Lori and Gary to meet with Sheriff Holsinger on Monday

Lori to meet with prosecuting attorney J. D. Brooks the following week

Glen and Tiffany to meet with Trinity Preschool Staff 10/8

Pastor Jeff, Randy and Tiffany to finalize the prayer for the congregation

Lori to help Nancy with the handbell choir on Monday at 7:45

Tim and Gary to help with True Spirit choir on 10/14

Tiffany to distribute notes from listening session and today's minutes