

## VISION PATH DEVELOPMENT TEAM

### Community Awareness of Our Mission and Activities:

Are we physically isolated from the community? Have you ever asked a person who you just struck up a conversation with at the Rt. 776 Walmart: “Do you know about Redeemer Lutheran Church?” The response might be “Redeemer who!” The physical or geographical isolation has surfaced from time to time over the years as to how it has impeded the fulfillment of our community missions, and more relevant the attainment of our recently identified vision paths.

Over the last six months this generic need has surfaced more formally. For instance, several of the responses to the Synod-based LCEF Open-Ended Survey (August, 2014, pp. 2-7) included need statements such as: “that’s the church off the highway”; “I am not sure many people even recognize our existence”; “I think the majority of the community doesn’t know Redeemer is here”; “As a somewhat unknown entity”; and “nice little church if they ever heard of Redeemer”. It appears that we really need to rebuild our image and create a visible entity for guiding our surrounding community as identified in our recently developing vision paths.

From another perspective emanating beyond the walls of Redeemer, it was expressed (LCEF Open-Ended Survey Executive Summary, September, 2013, pp. 1-2) that, “does a relationship really exist between the congregation and the surrounding community? A plurality of the respondents wondered if the community has much awareness of Redeemer. Still to be determined is the issue of making a difference in the community by engaging it as Christian citizens (p. 2).”

Also, recently from an external perspective, a report (March 2014, pp. 1-2) from a site visit by the LCEF Architectural Advisory Committee focused on possible expansion opportunities for the existing Church property and how they relate to the recently identified vision paths (January, 2014, pp. 5-11). This issue of community awareness of Redeemer, its mission and related vision paths has been addressed in the form of a recommendation:

*The church owns 10-12 acres in a residential neighborhood with no immediate exposure to the main highway. Church does own a single residential parcel contiguous to its property but not immediately visible from the highway. A corner lot on the main highway and main road to the Church is potentially available for purchase. It is strongly recommended that inquiry into this property for potential purchase for use as signage and “community room” for large number of groups that currently use the Church facilities during the week. It is also suggested that this may want to become a high priority for the congregation. Fulfillment of the identified vision paths could all be met in the development of the corner lot.*

(p.2)

Is this recommendation a “charge” for the Church Council and its ad hoc Vision Path Development Team to prepare a realistic strategic plan for the Voters Assembly consideration and prayerful deliberation? Do we need a symbolic locomotive (property acquisition and development) to move us to the fulfillment of our identified vision paths and the realization of our community mission? What do you think? Let us hear from you!!