

TOPIC: RENAMING OF CROSS & CROWN

SUBMITTED BY: Church Council

DATE: February 10, 2022

- WHEREAS, 1) At the end of 2020, the Church Council decided to embark on evaluating our current ministry and planning for the future; and
- WHEREAS, 2) in June of 2021, the Voters approved “RESOLUTION 1 – 2021 ‘Relaunch/Restart of Ministry in Georgetown’ which resolved the following:
- a) “We formally grant the Unstuck Team¹ and the Church Council the permission and blessing to pursue this renewed mission and vision with a goal of renaming and soft launch in fall of 2021 and a full public relaunching as a new congregation in fall of 2022.
 - b) that we ask the Unstuck Team and Church Council to keep the Voters assembly regularly in the loop as to major ministry changes (name change, mission and vision), as well as major facility improvements and changes, funding needs, and future staffing needs; and
- WHEREAS, 3) the Unstuck Team has considered many names to adequately capture our identity as a Christian church, our Mission to “Grow with Purpose and Go with Passion” and our Vision to “Be a place where faith and life intersect;” and
- WHEREAS, 4) Crosspoint Church is a name that captures the center of our Christian theology (the cross) and identifies a point (the cross) around which we gather and grow and from which we go; and
- WHEREAS, 5) Crosspoint Church is a name which reflects the point where “faith and life intersect (the cross);” therefore, be it
- RESOLVED, A) that we change our ministry identity to Crosspoint Church from Cross and Crown Lutheran Church, and be it further
- RESOLVED, B) that, until deemed necessary, we maintain our legal documents under the name “Cross and Crown Evangelical Lutheran Church” and establish “Crosspoint” as a “Doing Business As (DBA)” of Cross and Crown Lutheran Church, and be it further
- RESOLVED, C) that the R3 Coordinating Team² be tasked with the development of our branding and marketing materials, and be it finally
- RESOLVED, D) that the transition to this new identity would begin immediately with full implementation to be complete by September 1, 2022.

¹ In fall of 2020, Cross and Crown began working with “The Unstuck Group” to evaluate ministry. A group of 20-22 members and attenders of C&C met monthly to brainstorm, evaluate, and give recommendations for future ministry focus. Team members included: Dave & Deb Widiger, Tim & Nadine Schulz, Jim Henkel, Dan & Karin Helmreich, Shay Stearns, John Sullivan, Lindsay Madigan, Don & Rachel Schuck, Deb Herrera, Mike & Tiffany Denton, Bud & Donna Brown, Mike & Christy & Mikylie Geiger,

² The R3 (stands for Revive, Renew, Relaunch) Coordinating Team is a subset of the Unstuck Team. The Unstuck Team was for brainstorming and discussion, the R3 Coordinating Team is driving the implementation of the R3 initiatives. As of this resolution, the team consists of Jim Henkel, Deb Herrera, Tim and Nadine Schulz, Mike Denton and Mike & Christy Geiger.