Cathedral of Hope  
Board of Stewards  
Meeting May 22, 2017

**Agenda**

<table>
<thead>
<tr>
<th>Regular Session</th>
<th>Activity</th>
<th>Action</th>
<th>Time</th>
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<tbody>
<tr>
<td>1)</td>
<td>Call to order/Opening Prayer</td>
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<td>2)</td>
<td>Agenda</td>
<td>Consent</td>
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<td>3)</td>
<td>Previous Meeting Minutes</td>
<td>Action</td>
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<td>4)</td>
<td>Finance/Budget-James</td>
<td>Discussion</td>
<td>15 min</td>
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<td>5)</td>
<td>Committee Reports</td>
<td>Discussion</td>
<td>15 min</td>
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<td>a) By-Law Committee-Robert</td>
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<td>b) Strategic Plan – Bob</td>
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<td>c) Membership-Morgan</td>
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<td>d) Building &amp; Grounds-Jason</td>
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<td>e) Advancement – Jon Mlinar</td>
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<td>f) Personnel-J.W.</td>
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<td>g) Approve/Disband committees</td>
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<td>6)</td>
<td>Other Reports</td>
<td>Discussion</td>
<td>15 min</td>
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<td>a) Worship Report – Rev. Dr. Neil Cazares-Thomas</td>
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<td>b) Communication – Anita Haddy</td>
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<td>c) Youth – Alan</td>
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<td>7)</td>
<td>Continuing Business</td>
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<td>8)</td>
<td>New Business</td>
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<td>9)</td>
<td>Adjourn</td>
<td>Action</td>
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</table>

Questions Only/Open Session

Executives Session | yes
Regular Session

**Attendance**

George Mera (chair), Mary Hershizer (Vice-Chair), Steven Fontaine (secretary), Jon Nelson, John Rieger, Robert Shea, Stacia Sims and Rev. Dr. Neil G. Cazares-Thomas

1) Call to order/Opening Prayer
George Mera calls the meeting to order at 7:00 PM
Rev. Dr. Neil G. Cazares-Thomas opens the meeting with prayer

2) Agenda
Approved unanimously

3) Previous Meeting Minutes
Motion was made to accept the meeting minutes by Bob Shea
Motion was seconded by John Rieger
Approved unanimously

4) Finance/Budget-James
James Deets is absent (see detailed report below)
Scott Cannon is speaking to the financials

5) Committee Reports
   a) By-Law Committee-Robert
Robert is giving the report (see detailed report below)

**Recommendations for the Board of Stewards:** Currently, Church Bylaws (Section IX. Finances A. Operations) states, “The Church shall operate in accordance with the Church’s “Accounting Procedures Manual.” Since no such manual exists, this bylaw is inconsistent with church practice. Therefore, the Committee recommends the Board direct the drafting of an accounting manual or the removal of this bylaw.
0 – Yes
7 – No

   b) Strategic Plan – Bob
   (no report this month)

   c) Membership-Morgan
Morgan is giving the report (see detailed report below)

**Recommendations to the Board of Stewards:**
The Membership Committee respectfully requests the re-activation of the three (3) names listed
1. Bob M. Hopkins
2. Thom Dance
3. Jon Paul Martinez
Approved unanimously

There is also an addition to their report. The membership Committee respectfully submits the resignation of Chris Hill from the committee.

d) Building & Grounds-Jason
    Jayson is giving the report (see detailed report below)

**Recommendation to the Board of Stewards:**
The Buildings and Grounds Committee respectfully requests that the Board of Stewards approve the appointment of Denise Sorrell to the committee.
Approved unanimously

e) Advancement – Jon Mlinar
Jon is giving the report (see detailed report below)

f) Personnel-J.W.
J.W. is giving the report (see detailed report below)

**Recommendations to the Board of Stewards:** Approve changes to Personnel Committee description.
The Board of Stewards is taking this under advisement.

g) Approve/Disband committees
None at this time

6) Other Reports
   a) Worship Report – Rev. Dr. Neil Cazares-Thomas
Rev. Dr. Neil G. Cazares-Thomas is giving the report (see detailed report below)

   b) Communication – Anita Haddy
Anita is giving the report (see detailed report below)

c) Youth – Alan
(See detailed report below)

7) Continuing Business
None at this time

8) New Business
   The Lay Delegates for the 2017 South Central Conference of the United Church of Christ are the following:

   Jan Nunn
   Jane (JW) Wylie
   Aurora Soto de Law
   Shannon Bailey
All have agreed to represent Cathedral of Hope for this meeting.

9) Adjourn
Motion was made to adjourn the meeting by Jon Nelson at 7:40 PM
Motion was seconded by Mary Hershizer
Approved unanimously

Questions Only/Open Session

Executive Session  yes

Respectfully Submitted,

Steven Fontaine, Secretary
May 22, 2017

Treasurer’s Report to the Board of Stewards of Cathedral of Hope, UCC

To the Board:

As of the date of this report to the Board, the Finance Committee has not met to review the financial statements. It is expected that the Finance Committee will meet at some point during the current week, pending scheduling by the committee chair.

For the month of April, total revenues were $193,282 versus planned revenues of $212,582, resulting in unfavorable variation from budget of ($19,299). Total operating revenues year-to-date through April were $737,311 versus planned revenues of $849,468, resulting in unfavorable variation from budget of ($112,157). Of the budget deficit, contribution income is the most significant category, representing $13,524 and $90,999 of the revenue shortfall on a monthly and year-to-date basis, respectively.

Total operating expenses for the month of April were $214,631 versus planned expenses of $219,666, resulting in a favorable variance from budget of $5,035. Total operating expenses year-to-date were $833,445 versus planned expenses of $859,861, resulting in a favorable variance from budget of $26,417. Overall, operating results resulted in a deficit of $14,264 for the month of April and $85,740 year-to-date. For reference, the budget projected a year-to-date deficit through April of only $10,393.

While operating expenses have been well-controlled and consistently under budget, we are falling short of budget projections, mostly due to a shortfall in contribution income. This shortfall has consistently added approximately $25,000 per month to the budget deficit, although the deficit in April was slightly lower.

Our being almost $100,000 behind projected contributions cannot be ignored. Although reserves sufficient to satisfy COH’s mortgage obligations through October 2017 have been set aside, and we are expecting to receive an additional $150,000 in bequests over the next month, we cannot become complacent with the current, persistent monthly deficits. Additionally, the deficit is forcing us to use funds from the mortgage reserves, which, if exhausted, will put us in a poor cash position that will cause us to have to make some tough choices, which would be highly undesirable circumstances.

We are in a situation that must change. According to the consultant that led our staff and board work sessions last month, we should easily be able to support a budget in excess of $4 million annually, based on the size of our membership and the weekly attendance figures. I would furthermore point out that of our total membership, only slightly more than 50% have made a contribution at some point in 2017. In other words, 50% of our members have provided no financial support to the church or its ministries at all during this year.

Although we will never charge a “membership fee,” everyone must understand that the only way we can continue to support the ministries that we currently offer is if we have sufficient funds to do so, and that if everyone were to do their fair share as they are able, we would not be having this discussion, but would instead be discussing how we could further expand our ministries and reach more people.

I believe that our focus should be on continuing to control expenses while increasing giving sufficiently to cover the shortfall. Due to the degree of the current shortfall and the fact that the trend does not seem to be reversing, I would also recommend that the Finance Committee consider whether to what extent a proposal to further limit expenses should be made. I would also urge our ministerial staff to
consider the best approach to take in attempting to increase awareness of the foregoing issues and to increase the stewardship of the congregation.

Respectfully submitted,

James Deets – Board Treasurer
Committee: By-Laws

Date: May 17, 2017

Prepared by: Robert Suliman

Meetings since last Board meeting: May 11, 2017

Changes in membership: None

Actions since last board meeting: n/a

Future plans and goals: Continuation of work to define areas of the bylaws which need additional definition either by change or by new Board policy development.

Recommendations: Currently, Church Bylaws (Section IX. Finances A. Operations) states, “The Church shall operate in accordance with the Church’s “Accounting Procedures Manual.” Since no such manual exists, this bylaw is inconsistent with church practice. Therefore, the Committee recommends the Board direct the drafting of an accounting manual or the removal of this bylaw.

For Board information: The following is a roster of current committee members with the end dates listed for each of their three-year terms.

<table>
<thead>
<tr>
<th>Name</th>
<th>End Date</th>
<th>Name</th>
<th>End Date</th>
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<tbody>
<tr>
<td>Thomas (Ray) Coe</td>
<td>Dec. 31, 2017</td>
<td>Robert Suliman</td>
<td>Dec 31, 2018</td>
</tr>
<tr>
<td>Don Day</td>
<td>Dec. 31, 2017</td>
<td>John Gillis</td>
<td>Dec. 31, 2018</td>
</tr>
<tr>
<td>Bret Fearey</td>
<td>Dec. 31, 2017</td>
<td>Angie Johnson Wilson</td>
<td>Dec. 31, 2018</td>
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<tr>
<td>Mark Fowler</td>
<td>Dec 31, 2017</td>
<td>Vicki Saulnier</td>
<td>Dec. 31, 2019</td>
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<td>Greg Kemp</td>
<td>Dec. 31, 2017</td>
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Committee: Membership

Date: May 17, 2017

Prepared by: Morgan Borer

Meetings held since last Board meeting: One meeting held on May 8th

Changes in membership: None

Actions since last meeting:
- The committee welcomed Jim Summers to the May meeting to help facilitate discussion and answer questions around the committee’s proposal for contacting church attendees who have not attended for an extended period of time. After rigorous discussion the committee voted to accept Jim’s and Anita’s initial proposal to extrapolate the 3-week “We Miss You” notification process to 7-weeks and 11-weeks. The committee did ask Jim to provide data around the additional notifications for next month’s meeting.
- Committee members attempted to make contact with six inactive members who have started regularly attending again (see “Recommendations” below for names needing to be ratified.
- Five of the committee members attended the congregation size workshop on Saturday, April 29th.

Future plans and goals: The committee will look at data provided by Jim Summers to determine whether it might be feasible to add more phone contact to the notifications.

Recommendations for the Board: Please ratify the following three members to active Membership Status-Active, which the committee has voted on and approved.
- Bob M. Hopkins
- Thom Dance
- Jon Paul Martinez
Committee: Building & Grounds

Date: 5/16/2017

Prepared by: Jason Knott

Meetings held since last Board meeting:
Buildings & Grounds Meeting Monday May 8, 2017

Changes in membership: See below – Recommendations for the Board.

Actions since last meeting:
• The water heater in the kitchen has been replaced and there have been no further issues with lack of hot water during BACH or iCare
• Grease trap installation is coming along as planned and should be finished in a few weeks
• The new Columbarium has been installed and we are already selling niches.
• Furnishing for the Interfaith Peace Chapel have been selected and recommendations made to Rev. Neil and Lynn Taylor in order to get the new items ordered. There is an 8 week lead time for production.
• The City of Dallas was out on May 1st for a site inspection on the driveway. We are making progress in the approval phase of the new driveway.

Future plans and goals:
• Continuing stewardship goals for the Buildings & Grounds Committee
• Begin prioritizing capital & facility goals for the 2018 calendar year for Buildings & Grounds.

Recommendations for the Board:
Denise Sorrell attended the May Buildings & Grounds Committee meeting. Denise is a previous committee member and has expressed interest in rejoining the committee. She is a facilities manager for HEB/Central Market Grocery Stores and brings years of expertise and operational experience to this committee. She has been previously vetted by the church for standing committee membership and was recommended unanimously by the committee members in attendance during the May meeting. It is therefore the committee’s recommendation to the Board of Stewards that Denise be approved to join the Buildings & Grounds Committee.
Committee: Development/Advancement

Date: May 17, 2017

Prepared by: Jon Mlinar

Meetings held since last Board meeting: 2- April 20, 2017 and May 11, 2017

Changes in membership:
Resignations: Gene Kerns, Michelle Runyan, Glenn Teitlus, Bob Shea
Additions: Gary Akkermann (as a non-voting Consultant)

Actions since last meeting:

- Work on Building the Bell Wall Society plaque has been started by the Artist
- Communicating with Bell Wall Society donors to make sure the plaque properly recognizes all donors
- Patsy began conceptualizing a recognition dinner for Bell Wall Society donors for some time in the Fall
- Completed Easter fund-raising ask which resulted in raising over $27K (gross) for the TV Ministry
- Working with the Anniversary Committee to Plan and make preparation for the 47th Anniversary events and related fund-raising
- Built new outside partnerships with Toyota of Irving and Potbelly Restaurant on Lemmon, who have agreed to provide financial assistance (through contributions from congregant car purchases and service work at Toyota of Irving and through a % of sales from all food purchases at Potbelly on May 18 from 4-8pm)
- Began working with staff on a theme for Fall Stewardship Campaign
- Reviewed metrics on congregational giving and brainstormed on ways to get more congregational members to participate in Stewardship and regular giving to COH
- Patsy presented results of her congregational giving analysis at the Church Leadership retreat on April 29th
- Patsy has developed and delivered the first 2 of three workshops entitled “Grace-Filled Endings” for the congregations
- Attended Church Leadership Retreat April 29th

Future plans and goals:

- Preparations for 47th Anniversary (Communications, Lane Sponsorships for Church-Wide Bowling Event, Silent Auction contributions, etc)
- Installation of Bell Wall Society Plaque
- Bell Wall Society Recognition Dinner
- Develop a pro-forma job description for Development Committee members
- Recruitment of New Development Committee members
- Maple Lawn School auditorium re-carpeting and curtains project
- Stewardship Campaign Planning
- Spiritual Stewardship Re-invigoration for the Congregation

Recommendations for the Board:

None at this time
Committee: Personnel

Date: 5/1/2017

Prepared by: JW Wylie

Meetings held since last Board Meeting: One

Changes in membership: None

Actions since last meeting: Kim led two discussions. The first was a discussion of the highlights of the April 29 workshop. The second discussion concerned possible changes to the Personnel Committee description.

Future plans and goals: Meet with Rev. Andria Davis in June.

Recommendations for the Board: Approve changes to Personnel Committee description.
Personnel Committee Member

**Cathedral of Hope** is a religious institution in which religious considerations permeate all aspects of the employment relationship and govern the employee selection process. Employees in every position serve as role models for the sincerely held Christian values of Cathedral of Hope. Our mission is to reclaim Christianity as a faith of extravagant grace, radical inclusion and relentless compassion.

**Job Title:** Personnel Committee Member  
**Department:** Administration  
**Reports to:** Board of Stewards  
**FLSA Status:** Volunteer, No Salary (Not an Employee)  
**Prepared by:** Human Resources  
**Prepared Date:** August 2016  
**Effective Date:** June 1, 2017

**Purpose:**
Personnel Committee Members are directly responsible for addressing issues and concerns related to all church employees, including compensation, workplace guidelines and performance standards. Cathedral of Hope (“CoH”) elects up to 12 members to serve on the Personnel Committee for a term of 3 years.

**Primary Responsibilities:**
Personnel Committee Members are responsible for the following functions:

- Work in an advisory capacity with the HR Manager and Senior Pastor in understanding the personnel needs of the church.
- Give support and counsel to staff in working out staff/employee/contractor problems. The responses should be in keeping with the best interests of the church and reflect concern for the health, welfare, and potential effectiveness for ministry of the staff member and his/her family.
- Review staff needs and recommend to the board additional staff personnel as needs develop.
- Review needs for professional development, associated expenses (to be used by staff) and recommend the amount needed for the budget.
- Review and/or perform salary and benefit surveys periodically to assure adequate compensation ranges are established for staff.
• Keep personnel policies current by recommending changes in policies as necessary; updating Personnel Manual as needed.
• Policies should include, but are not limited to the following:
  o Compensation
  o Workplace Guidelines
  o Benefits
  o Performance Standards
• Review job descriptions for all personnel as needed.
• Receive and review staff changes; confer with the finance committee on any budget ramification to staff change recommendations they have received and formulate written recommendations to be presented to the Board of Stewards.

**Working Relationships:**
• Internal - CoH Staff, HR Manager, Senior Pastor and Board of Stewards
• External - Consultants

**Working Conditions:**
• Ability to work under pressure to meet organizational needs and other deadlines.
• Ability and willingness to attend monthly evening meetings

**Education, Experience and Skills Required:**
• A member of Cathedral of Hope
• Operational experience preferred: ideally has worked in human resources for in a corporate, private or non-profit organization
• Exceptional time-management and organizational abilities
• Commitment to collegial and collaborative relationships with staff and lay leaders
• Adherence to the Church’s By-Laws, policies and procedures
• Commitment to ongoing personal growth and development
• Demonstrated experience in office administration, file maintenance, data entry, spreadsheet analysis, and reporting
• Demonstrated excellent interpersonal ability, problem solving, flexibility/adaptability, multi-tasking, communication, research, analysis and time-management skills
• Personal qualities of integrity, credibility, and commitment to the mission of the CoH

**Location:** Dallas, TX
Worship Report to the Board of Stewards, Cathedral of Hope

May 2017

Each month I get to write this report and as I do, I pause to reflect on the amazing worship and every single person that makes worship happen here at Cathedral of Hope United Church of Christ. In my pause, I also take time to pray for all that has been done and all that God is getting ready to do in and through our worship.

This month we continue our sermon series at 9, 11 and 1pm called, "Reclaiming Miracles" and these sermons have been followed up with a "Bible Study" conversation on Tuesday evenings. It seems that this particular series has prompted good conversation and I believe that folks are enjoying these opportunities. This current sermon series will conclude on Pentecost Sunday and we will enter in a short season of lectionary preaching.

On Wednesday we are preaching a series of sermons called, "The Gospel of RE". Words like, "Reclaim", "Renew", "Rescind" etc., have been used to call us into an experience of reclaiming our Christianity, a central mission to our church.

Reflect Service also continues on the first Wednesday of each month and remains a vital part of the diverse worship that we get to offer here at Cathedral. Usually this service would take a break during the Summer months, but due to its new time and theme, it will continue year round.

Much of our time has also been looking at the overall integration of "Care, Connect and Grow" into the culture of our church and the new SHIFT magazine for the Summer will be published in the new few days. This will again outline the ways in which our spiritual locations affect the way in which we develop relationship with the Divine.

Talking of culture shifts, one that we must focus on is our culture of generosity. There is a lot of conversation about this recently. With the appointment of our Development Director, we have had time to review how people give to the overall vitality of CoH. Yes, we are called to give of our time, talent AND our treasure as measurement of our spiritual wellness. In a closer look at our giving of treasure, it is noted that many of us do not give, identifiably to the financial vitality of our church. This is a spiritual crisis and many of us are missing out on the joy of giving which adds to our spiritual health. We need to rectify this, both for practical and for spiritual reasons if we want to continue to do and be all that we are seeing happen. It is our choice, and I sincerely hope that we will choose vitality and blessing as we live out our faith, our vision, mission and values.

To this end, we were fortunate to welcome Reverend Susan Beaumont to lead us in a two-day working retreat based on her work summarized in her book, "Inside the Large Congregation". For those who were able to join this workshop, I believe we learned a lot and we will be implementing some of the principals learned in the coming months.

I remain committed to the leadership that you called me to and solicit your support in making the vision real as we live into our Vibrant, Inclusive and Progressive identity.
Here is the worship line up for your information.

**POST PENTECOST SERMON SERIES: Lectionary Preaching through July 2017**

**JULY – Sermon Series to revisit Spiritual Locations (Sunday)**

**PULSE on Wednesday**

**REFELCT on 1st Wednesday in May.**

Special Events in Worship:

In June we will welcome Reverend Irie Sessions who will join us for Juneteenth (June 18th). Irie has preached here before and it will be good to welcome her back as we lift up our black community and the newly formed “Coat of Colours” here at Cathedral of Hope UCC.

Anniversary Sunday will be celebrated on July 30th and I am delighted to announce that Reverend Elder Troy Perry, founder of Metropolitan Community Churches will be our guest preacher. Troy will be present at the 9am service and will preach at the 11am service. He will also do a book signing between services. There will also be a reception for him on the Saturday night. More information to come.

Our Hero of Hope, who will be recognized in August will be Mayor Mike Rawlings. There will be a special event on the Saturday night and more information will be given as a part of the Anniversary announcements being made by the Office of Development.

WATCH for exciting news in the coming days. You will not want to miss our 47th Anniversary events.

As always, I am honored to serve this congregation and appreciate your prayers and support as we journey together.

Sincerely, in service, Reverend Dr. Neil G Cazares-Thomas, Senior Pastor
April 2017 Communication Team Report to the Board of Stewards

CoH in the News

CW33.com – Apr 10
Cathedral of Hope uses Palm Sunday as a chance to help

Dallas Voice – Apr 10
Thousands March for Immigration Reform
Speaking as a member of the LGBT community, the Rev. Neil Cazares-Thomas of Cathedral of Hope called himself an immigrant and an American and said the Bible teaches us to welcome the stranger.

Dallas News.com – Apr 19
Dallas Aims to get LGBT Homeless Youth Off the Streets by 2020

NBDFW.com – Apr 21
LGBT Community Finds Faith, Love at Dallas Church

Neil in the Community
4-3  Participated in Equality Texas Conference Call
4-11  Attended Temple Shalom Seder
4-15  Participated in Faith Forward Dallas “Walk With Us”
4-18  Speaker at UNTHSC Class
4-18  Attended Faith Forward Dallas Meeting
4-19  Attended Outlast Youth-Mayor’s Proclamation on LGBT Homeless Youth
4-21  Attended Compassion Fatigue at Lovers Lane UMC
4-25  Attended USA Community Council Meeting
4-25  Participated in Equality Texas Steering Committee Meeting
4-30  Judged Turtle Creek Choral Miss Big Thicket fundraiser

What’s New?
We have been watching the open rate and click rate of the newly formatted weekly email blast to see what trends may present. It’s still very early, but here are some numbers. We’re also testing subject lines to see which ones result in more opens.

<table>
<thead>
<tr>
<th>Date</th>
<th>Recipients</th>
<th>Opens</th>
<th>Open Rate</th>
<th>Clicks</th>
<th>Click Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/11</td>
<td>6,229</td>
<td>964</td>
<td>15.7%</td>
<td>48</td>
<td>0.8%</td>
</tr>
<tr>
<td>5/4</td>
<td>6,112</td>
<td>929</td>
<td>15.2%</td>
<td>28</td>
<td>0.5%</td>
</tr>
<tr>
<td>4/27**</td>
<td>6,135</td>
<td>1,222</td>
<td>19.9%</td>
<td>178</td>
<td>2.9%</td>
</tr>
<tr>
<td>4/20*</td>
<td>6,131</td>
<td>1,433</td>
<td>23.4%</td>
<td>87</td>
<td>1.4%</td>
</tr>
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*First week with new format
**Special Guest
Social Marketing Report

NOTE – Easter LY was in March, so April 2017 should be comped against March 2016.

Our social footprint had a flat April when looking YOY, with a 24% increase in impressions and a 25% increase in audience. However, if you remove the 188k paid impression for La Catedral for April 2016, our YOY total impressions would have been up 60%. That tells a different story...we created 60% more engagement with only 25% more audience.

Twitter is down as much of our content simply doesn’t travel well there given we aren’t always linking to something.

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Engagement</th>
<th>Link Clicks</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 2016</td>
<td>853,984</td>
<td>7,050</td>
<td>792</td>
<td>14,205</td>
</tr>
<tr>
<td>March 2017</td>
<td>1,089,347</td>
<td>11,040</td>
<td>3,120</td>
<td>17,548</td>
</tr>
<tr>
<td>April 2017</td>
<td>1,058,732</td>
<td>9,255</td>
<td>1,793</td>
<td>17,724</td>
</tr>
<tr>
<td>MOM</td>
<td>-3%</td>
<td>-19%</td>
<td>-74%</td>
<td>1%</td>
</tr>
<tr>
<td>YOY</td>
<td>24%</td>
<td>31%</td>
<td>126%</td>
<td>25%</td>
</tr>
</tbody>
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| COH Facebook         |             |            |             |          |
| April 2016           | 505,541     | 2,730      | 374         | 7,580    |
| April 2017           | 884,956     | 5,551      | 1,385       | 9,020    |
| Increase             | 75%         | 103%       | 270%        | 19%      |

| Television Facebook  |             |            |             |          |
| April 2016           | 4,391       | 188        | 27          | 519      |
| April 2017           | 6,112       | 396        | 154         | 630      |
| Increase             | 39%         | 111%       | 470%        | 21%      |

| BACH Facebook        |             |            |             |          |
| April 2016           | 19,271      | 89         | -           | 676      |
| April 2017           | 45,700      | 128        | 25          | 739      |
| Increase             | 137%        | 44%        |             | 9%       |

| La Catedral Facebook |             |            |             |          |
| April 2016           | 278,761     | 3,159      | 289         | 2,491    |
| April 2017           | 37,617      | 757        | 26          | 3,215    |
| Increase             | -87%        | -76%       | -91%        | 29%      |

| Pulse Facebook       |             |            |             |          |
| April 2016           | 18,833      | 41         | -           | 1,264    |
| April 2017           | 72,175      | 467        | 154         | 1,356    |
| Increase             | 283%        | 1039%      |             | 7%       |

| COH Instagram        |             |            |             |          |
| April 2016           | -           | -          | #DIV/0!     | 187      |
| April 2017           | 1,598       | 49         | #DIV/0!     | 956      |
| Increase             |             |            |             | 411%     |

| COH Twitter          |             |            |             |          |
| April 2016           | 27,187      | 843        | 102         | 1,488    |
| April 2017           | 12,172      | 358        | 49          | 1,808    |
| Increase             | -55%        | -58%       | -52%        | 22%      |
Televised Media – April 2017

April 1 to 30, 2016
Plays – 3,782  Finishes - 608

Total Countries for the Month  84

Top 5 Videos for the month
1  de la serie: Dichosa Promesa  Abril 24, 2016 – 557 Plays
2  de la serie: Dichosa Promesa  Abril 17, 2016 – 293 Plays
3  "Blessed Assurance: The Way Forward"  by Rev. Dr. Neil – 11am – 170 Plays
4  de la serie: Dichosa Promesa - parte 1 Abril – 154 Plays
5  “Que me llena de Gozo?” por: Escritora Betty Ibarra Marzo 13, 2016- 150 Plays

April 1 to 30, 2017
Plays – 3,904  Finishes – 848

Plays By Device – Desktop 1,935 - Phone 1,541 - Tablet - 407  TV Apps - 18
Average Watch Time 17:56

Total Countries for the Month  83

Top 5 Videos for the month
1  Easter Ask Video 2017 - 440 Plays
2  "Giving Up: Death"  by Rev. Dr. Neil Cazares-Thomas 11 am - 203 Plays
3  Fourth Sunday in Lent Testimony of Love, Sean Baugh from 2014 – 193 Plays
4  "Giving Up: Death"  by Rev. Dr. Neil Cazares-Thomas 9 am – 170 Plays
5  "Amazing Grace" from March 2017 – 155 Plays

Top 10 Countries
1. United States - 3,464
2. United Kingdom - 72
3. Canada - 69
4. Mexico - 42
5. Poloand - 40
6. Germany - 25
7. Spain - 21
8. Australia - 17
9. France - 11
10. Italy - 10
### SESSION ANALYSIS

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<th>Apr-16</th>
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<tr>
<td>US</td>
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<td>UK</td>
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<td>Russia</td>
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<td>Canada</td>
<td>46</td>
<td>UK</td>
</tr>
<tr>
<td>all others</td>
<td>&lt; 1%</td>
<td>all others</td>
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64 different countries

#### Access Type

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<tbody>
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<tr>
<td>Mobile</td>
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<td>3,455</td>
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<tr>
<td>Tablet</td>
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43% 48% 13%

### PAGEVIEW ANALYSIS

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<th>Mar-16</th>
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<td>Worship Services</td>
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<tr>
<td>About Pastors/Staff</td>
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<td>About Pastors/Staff</td>
<td>5.7%</td>
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<tr>
<td>All else &lt; 2%</td>
<td>2.3%</td>
<td>Devotions</td>
<td>2.3%</td>
<td></td>
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</tbody>
</table>

All else < 2%

#### Analysis/Observations

For the first time, ever, mobile access has exceeded desktop access for the website. Not only that, but it is by a significant amount.
Youth and Young Adult Report

Key Accomplishments

• We held a successful youth prom in conjunction with Dallas Resource Center’s Youth First program. The event sold out with 125 youth in attendance, including 6 of our own in attendance. We provided 12 volunteers from Cathedral of Hope for the event. Plus, Cody Trader and Kallie Stoermer worked the event from CoH Youth, along with me. We provided food and drink for the event and had a fantastic spread. Most of the food was gone by the end of the evening.

• We held our Mother’s Day Brunch fundraiser for the mission trip to San Augustine, TX. We raised $932.00. This goes towards our goal of raising half the cost of the trip ($3,750.00 dollars). We have additional fundraisers coming up. They are below in the upcoming events section. The other half of the cost of the trip ($3,750) will be raised by CoH, per our Advancement Director. Total cost of the trip is $7,500.00.

• The strategic plan has been finalized and turned in to Michael Diaz.

• Sexuality 4 Your Whole Life did not make. We only had one parent show up to the informational meeting. We will hold an informational / sign-up meeting in July to determine parents/student interest and to set class meeting dates/times.

Upcoming Events

• Our mission trip is coming up July 9 – 15. We have 14 youths going and 3 adults. We will have two additional fundraisers. One is a raffle for some art work that was donated to the church. The second is a car wash, to be held on a Sunday morning during church out in the employee lot.