

Hope Lutheran Church
The Board of Directors Meeting Minutes
Held on: May 15, 2025

Attendance:

Chairperson	Tim Kneeland	Present	Senior Pastor	Kirk Dueker	Present
Vice-Chairperson	Dave Day	Absent	Head Elder	Dave Smith	Present
Secretary	Tammy Davidson	Absent	Exec Director	Maryanne Meier	Present
Treasurer	Ross Koenig	Present	Director of Finance	Bob Bellanti	Present
Members at Large	Aaron Bundschuh	Present	Director, Bldg & Grounds	Rob Pearson	Present
	Pat Monaco	Present			Choose an item.
	Morgan Stoessel	Present			Choose an item.

Meeting called to order at 7:00pm

Opening Devotion (Morgan Stoessel)

Reflections on God's characteristics as described in Psalm 33.

Review of December Meeting Minutes (Tim Kneeland)

Morgan Stoessel made a motion to approve the meeting minutes from April 15, 2025. Aaron Bundschuh seconded the motion. Voice vote. 5 in favor. 0 opposed. Motion Passed.

Updates on Jericho Road (Tim Kneeland with guest Rob Pearson)

- *See attached rendering.*
- Rob shared with the Board the updated rendering of the proposed renovation to accommodate JR and to replace the current ministry space (rooms 20 & 21) in which the medical clinic will be situated. The total cost with 15% contingency is \$1.35 million. Of that amount, \$604K is directly related to the clinic, of which \$120.8K (20%) would ostensibly be funded by JR. The remaining \$746K is related to an expansion to the North of the existing Gathering Place Cafe which will replace the space lost in rooms 20 & 21 to JR as well as provide additional space for GP use on Sunday mornings.
- Rob provided clarification to the Board members who had questions about the building design.
- An issue was raised regarding how JR's operation would interact with and impact ongoing activities at Hope (e.g., Hope Christian Pre-School, C4H Food Pantry, etc.). The Board agreed that once the effort led by Mike Mordenga is completed to inventory C4H processes, an effort should be made to interface with JR leadership to ensure coordination of all the respective ministries of Hope/C4H and the service that JR will provide to its patients.
- Dave Smith raised the question of restarting the review of the proposed lease between JR and C4H. Chair Kneeland and the Board agreed we need to connect with JR to agree on what the "latest" draft version is prior to engaging legal counsel.

- At the end of the JR discussion, Rob also updated the Board on two large projects that will be undertaken: a \$20k replacement of a sanitary sewer line on the Brockport campus that has become compromised and a \$7k replacement of an A/C unit on the Greece campus.
- After Rob left the meeting, Pastor Kirk shared that Rob has asked to assume the role of project manager for the JR renovation/expansion project. To that end, Pastor Kirk and C4H leadership will be writing a job description for that role.

Hope Metrics (Pastor Kirk)

- *See Attached Connection Snapshot.*
- Pastor Kirk shared a video presentation of church metrics (worship attendance, financial contributions, on-line viewer counts, and in-person worship attendance) which the leadership team reviews regularly.
- PK shared that John Brown collects available demographic data from on-line viewers/visitors from the various portals (YouTube, Instagram, etc.).
- PK shared statistics for Brockport campus activities (attendance, Hope Group membership, number of volunteers, and baptisms). Additionally, he noted a positive first interview with a candidate for the Brockport campus pastor.
- PK shared statistics on Hope Group membership and attendance, noting that the percentage of members attending at least 50% of scheduled group meetings was up to 91% during the Lenten Spring church-wide study.
- There will be another Belong Brunch on Sunday, May 18.

Finance Report (Bob Bellanti)

- *See Attached Financial Insights.*
- Month of April revenues were at 93% of budget with April YTD revenue at 90% of plan.
- Expenses continue to run below budget, so there is still a reported surplus of \$27k. [Note that utilities billings are running behind by roughly \$13k. If those expenses had been accrued, the YTD surplus would have been \$14k.]
- Hope is running below budget (favorable) on expenses YTD, but will be less so in the future should we be able to fill the Brockport campus pastor position early.
- Various Board members raised questions about the YTD revenue performance vs. budget, much of which was confined to a particularly bad January. PK responded with plans to address stewardship in messages and to develop defined giving strategies for specific needs. In the meantime, church leadership is committed to managing spending within the confines of anticipated funding.

Morgan Stoessel moved to approve the financial report. Pat Monaco seconded the motion. Voice vote taken. 5 in favor. 0 opposed. Motion Passed.

Recognition Reports (All)

- Fred Howe - Volunteering for campus support at Brockport and assisting with administrative coordination with executive, HR, and Finance departments at Greece.

Human Resources Report (Maryanne Meier)

- Preschool will begin to use Paychex for their performance appraisals and they will change the timing to be coincident with the end of the school year.
- There will be an upcoming “Tech Talk” schedule where John Brown and some volunteers will help congregation members to get more comfortable with the Hope App with the end goal of increasing engagement with our members.

Meeting Closure (Tim Kneeland)

Tim Kneeland moved to close the meeting. Morgan Stoessel seconded the motion. Voice vote. 5 in favor. 0 opposed. Motion Passed

Meeting was adjourned at 8:38pm. The meeting was closed in prayer by Pastor Kirk.

The next Board meeting is scheduled for June 19, 2025.

The meeting minutes of the Board of Directors of Hope Lutheran Church were taken by Ross Koenig are attested to and submitted by Ross Koenig on this date, May 16, 2025.

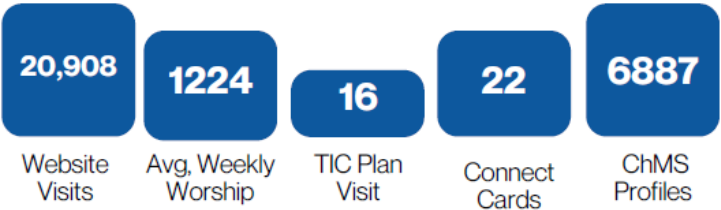
Tammy Davidson,
Secretary of the Board of Directors, Hope Lutheran Church
Submitted 6/4/25



CONNECTION SNAPSHOT

This summary consolidates numerous points of data into a relational snapshot of “connectedness” at Hope Church.

First Steps at Hope (Potential Initial Connections)



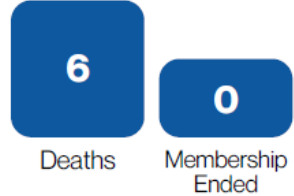
Next Steps at Hope (Progressing Connections)



Step Ups at Hope (Invested Connections)



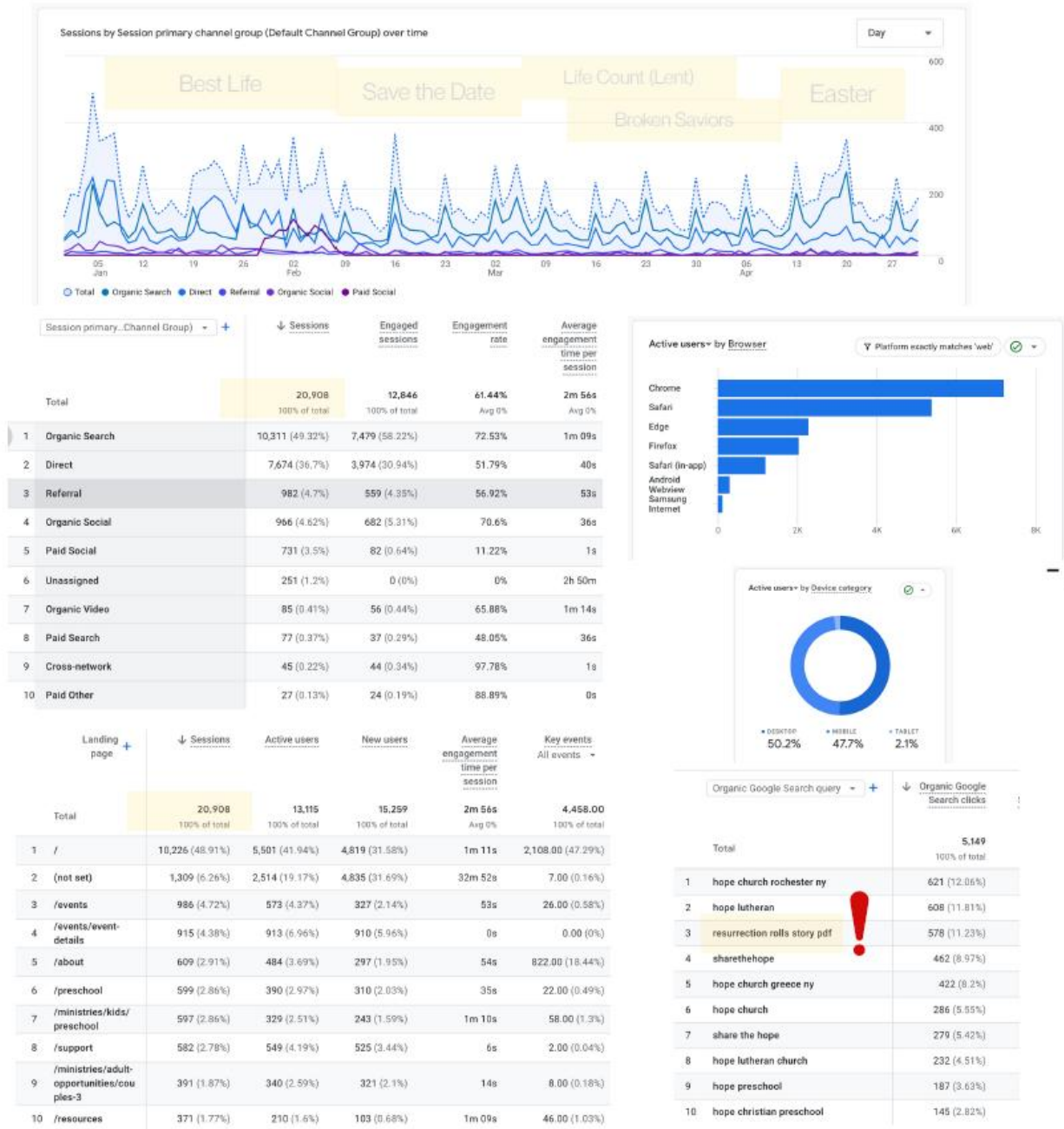
Last Steps at Hope (Connection Ended)



Data Set Jan. 1 - Apr 30, 2025

SHARETHEHOPE.ORG

Our home base for Hope online



EASTERATHOPE.ORG

Dedicated Easter promotional website

All Visitors

2.6K

0% compared to the previous 90 days



Channels

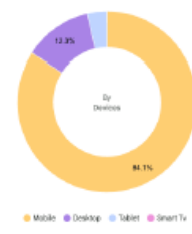
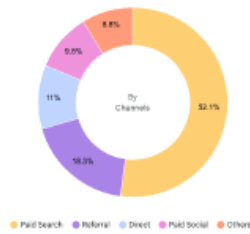
Locations

Devices

Channels

Locations

Devices



New visitors

2.6K
Visitors

1
Visits per visitor

1.21
Pages per visit

3.2K
78.9% of total pageviews

Cities with the most visitors

Rochester
10.7%

Ashburn
7.3%

New York
4.7%

Returning visitors

252
Visitors

1.8
Visits per visitor

1.51
Pages per visit

673
16.8% of total pageviews

Cities with the most visitors

Rochester
27%

Ashburn
12.3%

Boston
11.9%

Search traffic over the last 90 days

Total Impressions

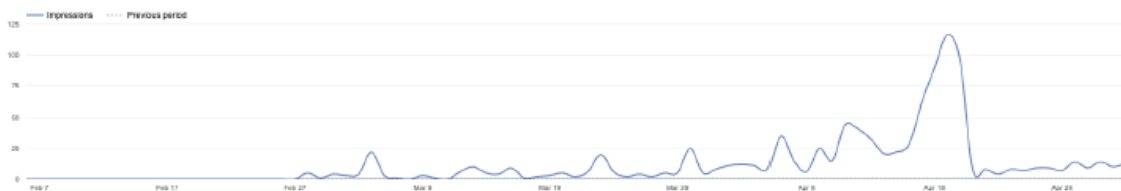
991

Total Clicks

98

Unique Visitors from Search

91



Source: Search Console

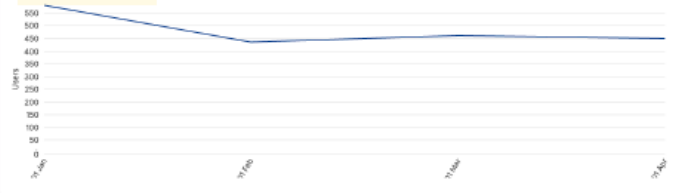
HOPE APP

Tool to help members take the next step

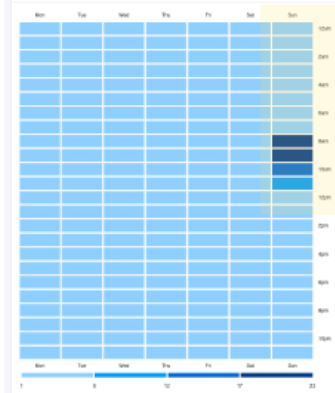
Audience 01 Jan 2025 - 30 Apr 2025 (vs previous 120 days)

App Users

Total
783 16.7% ▲
INCREASE



Users By Time Of Day



Popular Content 01 Jan 2025 - 30 Apr 2025 (vs previous 120 days)

Top 10 Items

[View All](#)

Rank	Item	Container	Views	Median Time Spent	Actions
1 New	21 Days of Prayer	Tools	1,136	0s	0
2 -1	Watch	Tools	1,071	3s	873
3 -1	From the Desk of PK	Connect	562	7s	311
4 -1	Register	Events	540	-	0
5 New	Easter at Hope	Connect	256	6s	90
6 -9	View or edit giving	Give	238	-	0
7 -9	Give to Greece	Give	227	-	0
8 -0	Search	Tools	219	2s	168
9 -4	Connect & Grow	Tools	206	6s	98
10 New	Lent Devotional	Tools	167	0s	0

Top 10 Containers

[View All](#)

Rank	Container	Clicks
1 -0	Events	1,615
2 -0	Groups	1,214
3 -0	Tools	1,097
4 -0	Calendar	846
5 -0	Watch Live	545
6 -0	Connect	531
7 -9	Give	467
8 -0	Groups	443
9 -2	More	318
10 -0	Adults	310

Downloads

Total
187 26.1% ▲
INCREASE



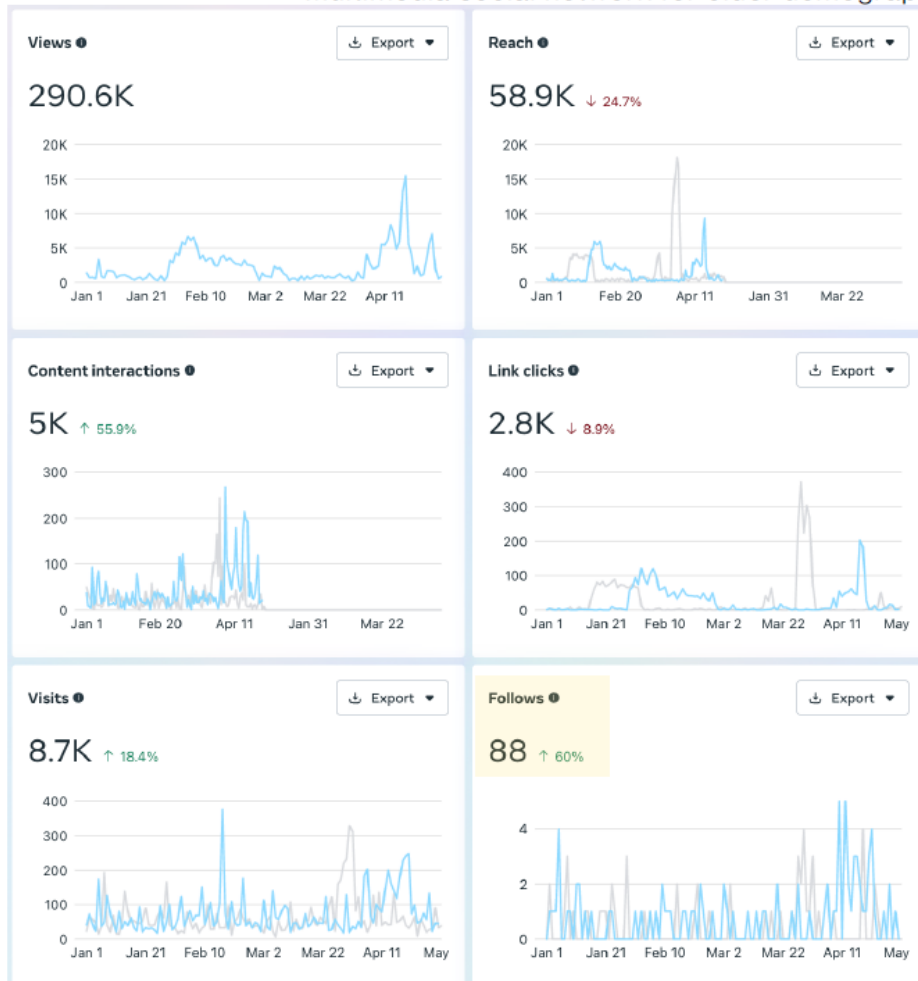
Push Notifications 01 Jan 2025 - 30 Apr 2025

Top 10 Messages

Rank	Time Sent	Day	Message Title	Views	Total Sent	Open
1	08 Jan 2025 - 08:00:00	WED	21 Days of Prayer - Day 1	365	2,213	7%
2	08 Jan 2025 - 08:00:00	THU	21 Days of Prayer - Day 2	146	2,205	7%
3	10 Jan 2025 - 08:00:00	FRI	21 Days of Prayer - Day 3	108	2,204	4%
4	10 Jan 2025 - 08:00:00	SAT	21 Days of Prayer - Day 4	104	2,204	4%
5	10 Jan 2025 - 08:04:00	SUN	21 Days of Prayer - Day 5	111	2,207	5%
6	14 Jan 2025 - 08:00:00	TUE	21 Days of Prayer - Day 7	116	2,140	5%
7	10 Jan 2025 - 08:00:00	MON	21 Days of Prayer - Day 6	118	2,207	5%
8	16 Jan 2025 - 08:00:00	THU	21 Days of Prayer - Day 8	102	2,146	5%
9	17 Jan 2025 - 08:00:00	FRI	21 Days of Prayer - Day 9	102	2,150	5%
10	16 Jan 2025 - 08:00:00	WED	21 Days of Prayer - Day 6	104	2,144	5%

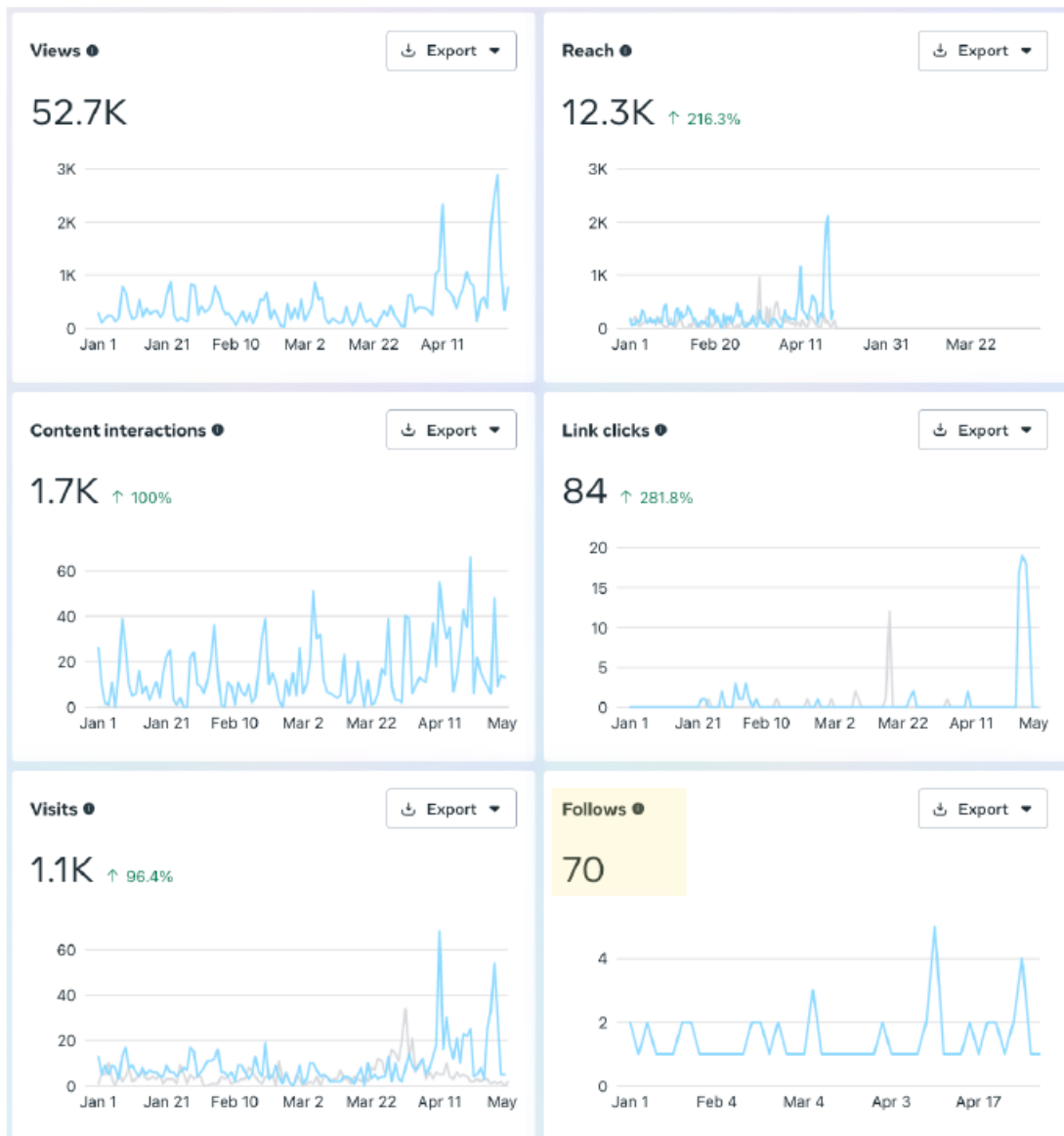
FACEBOOK

Multimedia social network for older demographics



INSTAGRAM

Visual social media for younger demographics



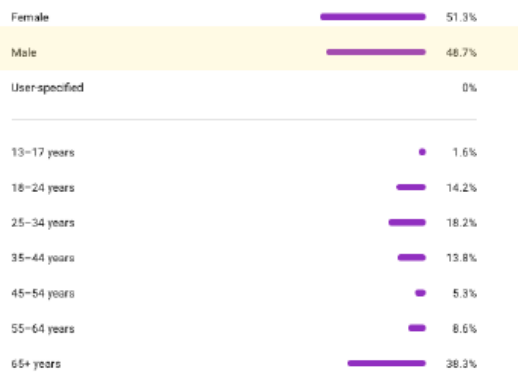
YOUTUBE

Video-based social media

Age and gender

Views · Jan 1 – Apr 30, 2025

All Videos Live



Device type

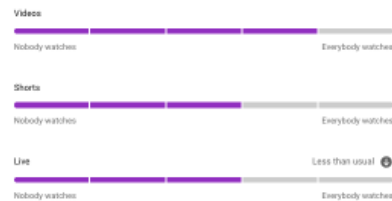
Watch time (hours) · Jan 1 – Apr 30, 2025

All Videos Shorts Live

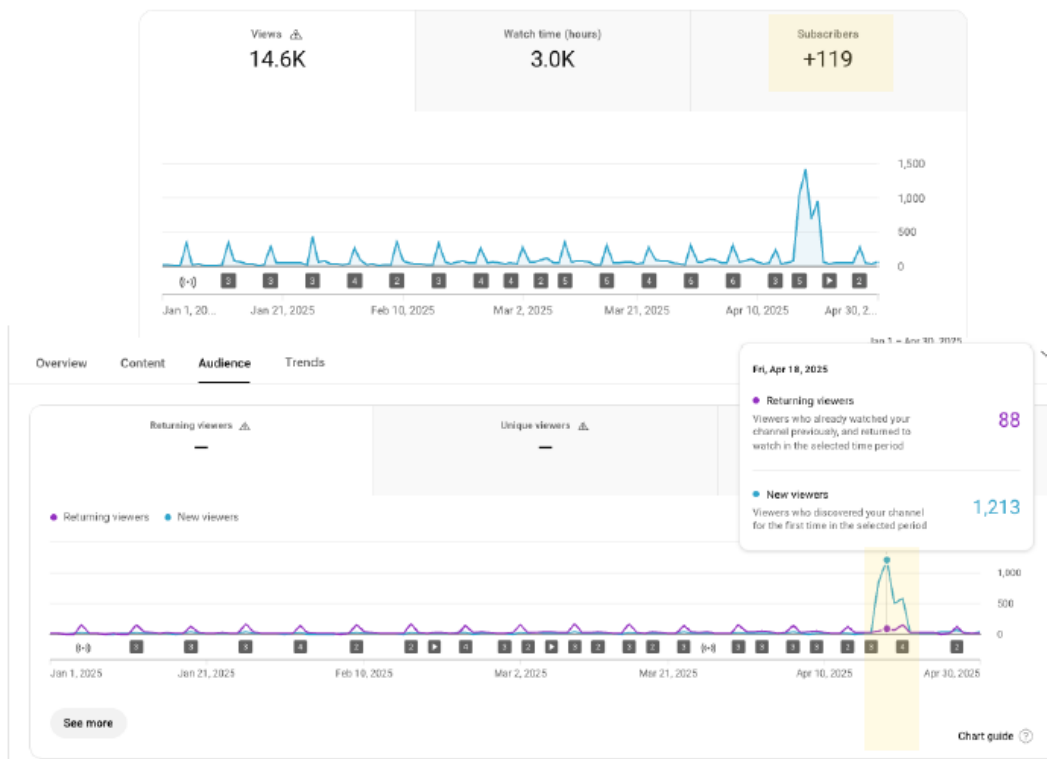


Formats your viewers watch on YouTube

Last 28 days



In the selected period, your channel got 14,606 views



MOST VIEWED CONTENT

YouTube

across platforms

Content		Average view duration	Views
1	 Easter Video Invite Apr 9, 2025	0:52 (106.5%)	3,329
2	 Class 1 - Revelation with Pastor Larry Stojkovic Jan 12, 2025	14:21 (34.1%)	902
3	 Living your Best Life... (1-5-24) 9:30 am Service Jan 5, 2025	21:31 (25.3%)	334
4	 Living your Best Life Vocationally (1-26-25) 9:30am Service Jan 26, 2025	17:46 (22.2%)	318
5	 Save the Date: Qualities You Need Before Marriage 9:30am service Feb 16, 2025	26:30 (33.1%)	270
6	 Class 2 - Revelation with Pastor Larry Stojkovic Jan 19, 2025	19:28 (32.8%)	264
7	 Broken Saviors: Gideon (3-23-25) 9:30am Service Mar 23, 2025	24:54 (31.1%)	231
8	 Class 3 - Revelation with Pastor Larry Stojkovic Jan 26, 2025	18:58 (28.1%)	222
9	 Living your Best Life Spiritually (1-12-25) 9:30am Service Jan 12, 2025	23:46 (27.9%)	214
10	 Save the Date: Worth Fighting For (3-2-25) 9:30am Service Mar 2, 2025	27:24 (34.2%)	211

Meta (Facebook/Instagram)

Title			Date published	1%	Reach	1%	Shares	1%	Comments	1%	Likes and reactions	1%	Views	1%	↓
	Often, when we focus on getting healthier we think o... Reel - 		...	Tue Apr 22, 11:30am	4.9K		2		1		30		6.1K		
	Tomorrow, eight of our amazing youth will celebrate t... Photo - 		...	Sat Apr 5, 8:00am	2.3K		10		14		97		5K		
	The wait is over—our Easter services start tonight! C... Photo - 		...	Sat Apr 19, 2:43pm	1.9K		20		19		71		4.4K		
	What a blessed morning at Hope Brockport! 🌞🌈🌻... Photo - 		...	Sat Apr 12, 11:47am	1.1K		4		1		58		2.9K		
	Grace can find you too. 🙏 As we reflect on the true ... Video - 		...	Fri Apr 11, 12:30pm	1.5K		8		0		25		2.9K		
	On this Good Friday, remember how deep God's love ... Photo - 		...	Fri Apr 18, 8:00am	1.5K		23		2		26		2.9K		
	Our hearts are heavy for those enduring the devastat... Photo - 		...	Thu Jan 9, 4:16pm	910		14		4		53		2.8K		
	Woohoo! Check out our new stage design... 🎉🌈🌻... Photo - 		...	Sun Jan 5, 7:00am	1.3K		3		0		25		2.8K		
	We'll see YOU in a week and a half! 🌈 easterathope.org Reel - 		...	Wed Apr 9, 3:36pm	1.2K		3		5		27		2.7K		
	Today is pretty special! 🌈 It's Employee Appreciation... Photo - 		...	Fri Mar 7, 8:37am	7K		4		16		68		2.4K		

DIGITAL ADVERTISING

across platforms

YouTube Promotion - \$412.46

Inspiration Videos Shorts Live Posts Playlists Podcasts Promotions								+ New promotion	
Promotion		Status	Goal	Cost	Promotion impressions	Promotion views	Promotion subscribers	Website visits	
	Habit of a Healthy Heart - New Series	Active	Audience growth	\$113.82	30,129	270	138	-	
	Experience Easter at Hope	Ended	Website visits	\$298.64	190,977	3,106	6	1,899	

Meta Ads - \$1,839.84

Ads			Views T1	Reach T1	Results T1	Amount spent T1		
Boosted Instagram post								
	Apr 23 • Created by John Brown Boosted Instagram media	Completed	10,258 Views	4,645 Reach	96 Link clicks	\$104.96 Spent at \$05.00 per day	Boost again	View results
Ad								
	Apr 17 • Created by John Brown Website visitors The Hope of Jesus is what Easter is all about. Celebrate in person or online this...	Completed	16,975 Views	10,191 Reach	318 Link clicks	\$126.60 Spent at \$80.00 per day	Boost again	View results
Ad								
	Apr 19 • Created by John Brown Messages Easter is almost here, and we can't wait to celebrate with you at Hope Church...	Completed	26,960 Views	10,832 Reach	65 Messaging conversations started	\$673.40 Spent at \$100.00 per day	Boost again	View results
Ad								
	Feb 8 • Created by John Brown Website visitors Whether you're preparing for marriage, currently in it, or navigating the single...	Completed	46,712 Views	18,633 Reach	923 Link clicks	\$251.25 Spent at \$12.00 per day	Boost again	View results
Ad								
	Jan 30 • Created by John Brown Website visitors We believe that every marriage can benefit from Scripture, whether you...	Completed	8,214 Views	6,363 Reach	-- Landing Page Views	\$161.83 Spent at \$10.00 per day	Boost again	View results
Ad								
	Jan 29 • Created by John Brown Website visitors Prepare for a lifetime of love and commitment. Through expert guidance...	Completed	6,825 Views	2,946 Reach	-- Landing Page Views	\$159.92 Spent at \$10.00 per day	Boost again	View results
Ad								
	Jan 29 • Created by John Brown Website visitors This postcard will offer insights from individuals who have faced similar...	Completed	24,595 Views	10,362 Reach	-- Landing Page Views	\$161.88 Spent at \$10.00 per day	Boost again	View results

Total Digital Ad Spend - \$2252.30

PRINT ADVERTISING

Easter 2025



West Side News - \$426

- 12,334 Homes for 2 Weeks before Easter week.

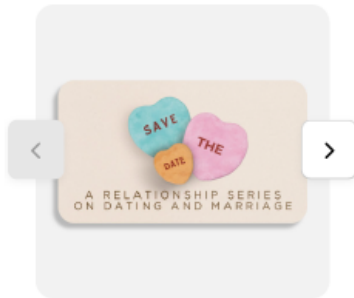
Indoor Signage, Invite Cards (2000), Outdoor A-Frames & Building Banners: \$1685.21



Total Easter Print Spend - \$2,111.21

PRINT ADVERTISING

Easter 2025



Save the Date Invites (750) \$46.48



Hope Group Banner: \$180.70

Lenten Study Foam Boards: \$215.96



General Print Spend: \$443.14



Robert Bellanti
Finance Director

Financial Insights Report: April 2025

Reporting through April 2025 for the May 2025 meeting of the Board of Directors

Treasurer's Report:

April P&L at a glance:

- Total Revenue for the month of April was \$160,664, which was 93% of our monthly budget.
- Expenses for the month of April were \$125,161, which is 71% of our monthly budget. See note regarding Bldg & Grounds for the month.
- We had a surplus of \$35,503 for the month, due to Expenses being under budget.

YTD P&L Summary:

- Revenue YTD is \$698,466 which is 90% of the budget.
- Expenses YTD are \$602,176, which is 85% of the budget.
- YTD Surplus is \$27,100.

Cash Summary:

- We have a net cash available of \$121,917 which is 6% of the 2025 Budget.
- Net Cash decreased from the prior month by \$167,536. This is mainly due to the Prior Year Contingency Fund increasing Other Current Liabilities by \$203,761.

Noteworthy items for April & YTD:

- YTD Salaries & Benefits is currently \$60,124 under budget.
- YTD Total Expenses are \$103,297 under budget.
- Year over Year YTD revenue is down \$61,888.

Blessings on your meeting.

Bob