

**FIRST UNITED METHODIST CHURCH SAN DIEGO**

Church Council Meeting

Saturday March 1, 2025

8:30 –10:30 a.m. Linder Lounge & Zoom

**Our Mission:** To make disciples of Jesus Christ for the transformation of the world.

**Our Vision:** Growing in Grace, Reaching Out with Love

**Church Council Members Present:**

Erik Wilde (Chair), Mark Alsabbagh, Carol Blessing, Tobias Crislip, Sharmon Davis, Dana Hook, Nick Hubsmith, Philip Jeter, David Kay, Rebecca Luers, Steve Mason, Pam McMaster, Lisa Meuser, Nan Myers, Belen Poltorak, Janice Roudebush, Phyllis Sarkaria, Kent Schrock, Laurie St. Gean, Marilyn Stone, Laurie Tucker, Todd Vollstedt, Barbara Weicksel, and Michael Zimbric.

**Pastors:**

Rev. Trudy Robinson, Rev. Brittany J Hanlin, and Rev. Dr. Hannah Ka

**Staff:**

Sheilah Cameron, Meghan Claussen, Demmie Divine, Tina Fares, Linda Hawk, Jason Tucker, and Brian Woods-Lustig

**In person guests:**

Scott Caprio, Rick Cook, Ray Henderson, Christine Hoffman, Sharon Jeter, Bruce Johnson, Cheryl Johnson, Dawn Martin, Joyce Sernaker, AJ Genovese, and Tom Trujillo

**Online guests:**

Pat Clowney, Bruce Coons, Allie DeNatale, Jane Ferris, Beryl Flom, Kathy Grove, Myra Hermann, Mike James, Amy Kerrigan, Carole Porter, Dave Schwab, Jean Service

**Church Council Call to Order by Erik Wilde at 8:30 a.m.**

**Devotional & Opening Prayer by Rev. Trudy Robinson**

**Approval of December 14, 2025 Meeting Minutes:**

Erik Wilde called for a motion to approve the minutes of the December 14, 2025 meeting. Motion made, seconded, and approved by majority vote.

**Updates:**

Dream School of the Arts:

Brian Woods-Lustig, Director of Choral Activities, provided an update on the after-school program at the Dream School. The programs being offered are music, fitness, art, math, and literacy in

addition to daily reading requirements and academic support. The school recently received an in-kind donation of \$5,000 for art supplies and instructor stipends. Kenton Reaves Hundley is currently training for the LA Marathon and has surpassed his fundraising goal, and several grant applications are in the works.

#### Sankofa Pilgrimage:

Rev. Brittany Hanlin announced the upcoming pilgrimage to the Midwest with stops at historic sites in Springfield and Chicago, Illinois. The deadline for registration is Monday, March 3<sup>rd</sup>.

#### Small Group Ministries:

Rev. Hannah Ka reported on the growth and activities of the various small groups within the church. Two new groups were formed by Carol Blessing and Kent Schrock and another by Tom Trujillo. The church has also started a Parents' Forum and Young Adult Book Study group.

#### Communications:

Meghan Claussen, Director of Communications, highlighted the church's digital communications efforts, including the Perspectives podcast, which had 16,000 cumulative views in 2024. The church has also launched a Patreon account and an online shop for merchandise. Meghan expressed interest in forming a Realm squad and video/picture team to enhance our online engagement.

#### **New Business:**

##### Property Transition Task Force Motion:

Lisa Meuser, Chair of the Property Transition Task Force, shared the results of the 2023 re-wilding process and recommended that the Ocean Beach sanctuary complex and cottage parcels be sold to an affordable housing developer. The task force is also exploring the feasibility of a ground lease for the Mission Valley East Property for affordable housing. At a meeting with the District Superintendent and Assistant to the Bishop, it was stated that the California Pacific Conference, for which we are a member, wants to maintain a physical ministry presence in Ocean Beach. Following this meeting, the task force met and agreed that the best course of action was to pursue a transfer of the Ocean Beach properties to the California Pacific Conference. This would allow us to focus our efforts on bringing affordable housing to Mission Valley. This process will involve the California Pacific Conference leadership and the district's buildings and locations committee.

A motion to transfer ownership of the Ocean Beach sanctuary complex and cottage parcels to the California Pacific Conference was made, seconded and approved by majority vote.

Several attendees asked questions about the Mission Valley East Property, which is still in its exploratory phase.

**Information Items:**

Erik noted there are several events coming up in March and April that are notated on the agenda.

**Church Council Meeting Dates for 2025:**

The meeting dates are on CY 2025: June 21, September 20, and December 13.

**Erik Wilde adjourned the meeting at 10:30 a.m.**

Respectfully submitted:

Demmie Divine  
Director of Member Care Services

**FINANCE COMMITTEE**  
**Report to Church Council**  
**June 2025**

We are almost at the midpoint of our fiscal year—2025 is flying by quickly! Here is where we are with our funds as of May 31<sup>st</sup>.

**Operating Fund:**

For total revenues that include pledges, special offerings, and facility use income along with other sources, we are at 98% of the budget as of May 31<sup>st</sup>. The operating fund gap between Year-to-Date budget compared to actuals is \$51,756. This is due to being short of \$19,436 in revenues and over on expenses by \$32,320.

On the revenue side, Record of Giving is lagging budget projections and our Easter offering came in under budget. For expenses, our electricity bills do not reflect 100% performance of our solar panel system. This is currently under investigation by the Board of Trustees and Sunistics, Inc., our solar panel system company. Water, gas, and sewer bills are also over budget in addition to building and equipment repairs related to elevator maintenance and HVAC systems on campus. Total expenses are 102% of the budget as of May 31<sup>st</sup>.

Once we have our June financials, the finance team will determine what budget adjustments need to be made as we head into the second half of the fiscal year.

**Children's Growing Center:**

Total revenues as of May 31<sup>st</sup> remain at 99% of the budget with a cumulative shortfall of \$7,593. Total expenses are over budget by 1% due to increased costs associated with outsourced staffing (substitute teachers) and card fees.

The Children's Growing Center is currently in its summer session and planning for the fall. We will not be offering Kindergarten due to low enrollment by directing resources toward the lower age groups where there is demand for childcare.

**New Life Counseling Center:**

The New Life Counseling Center is exceeding revenue projects by 18% and has acquired two additional office spaces on the 3<sup>rd</sup> floor of the United Methodist Center that were unoccupied to expand our capacity to offer services.

The Center is projected to end the year with a positive balance, and we are grateful to the Director, Sheilah Cameron, for her leadership.

**East Property Fund:**

The East Property Fund is 88% of the budget as of May 31<sup>st</sup> due to delinquent lease payments from Here Comes the Bride. The Finance Committee is supportive of the Business Manager's intent to set an exit strategy for the business since they continue to struggle making rent on time.

Waldorf School of San Diego signed a lease with another location; our Board of Trustees has approved the signing of an Exclusive Listing Agreement with Kidder Mathews to secure a tenant for the United Methodist Center. We look forward to being able to generate lease revenue while we explore affordable housing options.

Expenses are at 98% of the budget due to savings in utilities and overall building and custodial costs due to the occupancy being primarily on the 3<sup>rd</sup> floor of the UMC and usage for the 1<sup>st</sup> floor for Sunday School and meetings during the week.

**Ocean Beach Property Fund:**

Ocean Beach revenues are at 97% of the budget expenses are at 83% with savings in utilities and building and equipment maintenance.

The Church is in communication with the District Superintendent and there is agreement to transfer the Ocean Beach properties to the South District Union of the California Pacific Conference.

Respectfully submitted,

Phyllis Sarkaria and Nan Myers  
Co-Chairs

**Board of Trustees**  
**Report to Church Council**  
**June 21, 2025**

Since our last report to the Church Council on March 1, 2025 we have seen the completion of the painting of the Linder complex and the beginning of the approved work on the exterior of the Sanctuary. This project will take approximately 4-5 weeks to complete.

Railings on both sides of the Sanctuary that lead up to the Nave have been completed so that we are now compliant with ADA standards which stipulate the requirement of two railings on each set of steps.

After interviewing several landscape companies, it was recommended by Chris Cain and Nick Hubsmith that we continue with our current contractor, Landcare Logic. We will be providing closer monitoring of their work which will include regular walkthroughs of our campus to ensure proper care for landscaping and maintenance of the irrigation system.

The board has approved a bid by Landcare Logic of \$12,300 for the clearing of brush on the hillside behind the church to reduce the fire hazard created by the overgrowth of vegetation. Landcare Logic will hard trim bushes, remove weeds and cut our dead shrubs to about 25 feet from the bottom to the top of our property. Properties on both sides of us have cleared brush off the hillside and this is our responsibility to do so to be good neighbors to those who live above us.

The Board received a Memorial Garden Inventory Report compiled by Nick Hubsmith and Mel West that included capacities, prices, incomes, and expenditures. It is estimated that our current inventory will carry us into 2027.

Our Director of Music Ministries and Organist, Sarah Amos, has found that not all the bells in the Bell Tower are working. Some bells pealed while others remained silent. We have contacted Verdin who installed the electrical system for the bells and have approved their bid of \$3,017 to conduct a full survey of the 15 bell chimes. They will provide a lubrication of the bells and if additional work is needed, Verdin will submit a formal bid for that work.

Kevin Miller, Director of AV Media and Technology, shared the challenges associated with our current Chancel lighting system. After much research he recommended that we invest in a DMX system that would replace our current dated system. The Board has approved a bid from DCI Theatrical Lighting for \$59,948 to include lights, installation, labor, lifts, and scaffolding. In addition, the Board approved a bid from Go Electric of \$31,763 for the electrical work associated with the Chancel Lighting project.

Completion of this project will not only be beneficial for lighting of the choir area of the Sanctuary but will also work towards ensuring the safety of the CREW who have found repairs to the current system to be a challenge. The lighting has now been ordered and once it arrives installation will begin.

The Board has been reviewing the status performance of our new Solar Panel System. We want to thank both Keith Fuller and Phillip Jeter for their analysis of our solar system since it went into operation on October 10, 2024. Based on their findings, our system is not performing at the projections that were given to us by Sunistics nor have we received the projected dollar savings. Adjustments are being made in the timing when we begin heating/cooling the Sanctuary to ensure the best rates for electrical usage. Representatives of Sunistics have been provided with data generated by Keith Fuller and a meeting to discuss his findings has been scheduled. We will continue to monitor our system and work with Sunistics to have our system working at its full potential which was guaranteed by Sunistics.

Respectfully submitted,

Janice Roudebush  
Chair

Pastor Parish Relations Committee  
21 June Church Council Report  
Dana Hook, Chair

PPRC met in person on April 9. Reverend Trudy was out of town.

Committee members met with Reverend Hannah and Reverend Brittany. It was an opportunity to get to know each other better and share parts of our faith stories.

We will continue to meet at least once a quarter, the remainder of the year, fulfilling the goals of PPRC.

The stated goals:

- 1) Encourage, strengthen, nurture, support and respect the pastors
- 2) Promote unity in the church



**First United Methodist Foundation**  
**Report to Church Council**  
**June 21, 2025**

The Foundation was well represented at the 32nd Covenant Circle lunch at Southwestern Yacht Club on May 4<sup>th</sup>. The lunch was well attended with Rev. Brittany Hanlin giving the invocation. Jason Tucker introduced new members of the Covenant Circle, reviewed the Annual Report which was distributed and celebrated recent gifts to the Foundation. The Foundation, through our investment advisors, is managing just over \$11 million in fund balances. Rev. Trudy Robinson delivered the lead pastor's message. She thanked everyone for their support for our church, the Foundation, and our church missions. This fall we will hold our Memorial Luncheon, honoring those saints who have passed on to eternal life this year.

We held our second quarterly meeting on May 6<sup>th</sup>. Our investment advisors, Blankinship and Foster, and Kane Anderson Rudnick presented their first quarter reports. The market was challenging with tariff uncertainty; however, our investments have still held their balances. Bonds and international stocks did well. Overall, our investments in the first quarter were down about half percent, faring better than market benchmarks tracked by our advisors. We will see what the year ahead brings!

Linda Hawk, Controller and Business Manager, delivered a business report regarding campus business items, Board of Trustees projects and tenant activity.

Jason Tucker, Senior Director of Stewardship and Development, reported on recent contributions to the Foundation, including some final distributions to from the John Hermann estate.

We continue to investigate ways to help church members with estate planning resources should they want help. We are also planning to review and update our investment policy as is done every three years and continue some comparisons of our advisors' performance.

Respectfully submitted,

Nick Hubsmith  
Chair

## **Church Council Year End Report**

### **Rev. Trudy D. Robinson ~ July 1, 2025**

The five main areas of a Lead Pastor's responsibility:

#### **1. Preaching/Teaching**

- Preparing worship services, liturgies, and Friday videos
- Prepared our year-long worship plan for 2025-2026.
- Prepared the pastor's preaching schedule including more opportunities for Rev. Hannah and Rev. Brittany to share their insight so as to hear their voices.
- Curating content and leading the Tapestry service regularly.
- Officiating at Memorial Services when needed or requested.
- Continuing to guide, schedule, and facilitate the planning, development and recording of Perspectives, the bible study podcast.
- This Lent/Easter book study was offered as a longer video discussion to be used for online and in person gatherings, as well as a stand-alone learning opportunity for our online community.
- Created with staff a beautiful Easter Sunday with 200 more people in attendance compared to 2024's Easter.
- Supported and help lead the 3<sup>rd</sup> Sankofa Pilgrimage with 10 pilgrims learning about the Northern Migration through the lens of the Till family whose home was in Chicago.

#### **2. Administer Staff and Leadership Committees**

- Finishing up on yearly evaluations for all of my Direct Reports, and assisting other supervisors as needed.
- Continue to help facilitate the work of the Pastor Parish Relations Committee, the Church Council, Finance Committee and Board of Trustees.
- Participated in the Mountain Sky Annual Conference and the historic votes that changed the UMC Constitution to allow for regional conferences, active participation in anti-racism, inclusion of gender and diversity as conditions for which no one should be excluded from church membership, and adjustments for consistency of the requirements for clergy.

#### **3. Vision Planning and Implementation**

- Working with the Property Transition Team (PTT) on due diligence in the exploration of affordable housing for Mission Valley.
- Working with the PTT and Conference representation to transition the Ocean Beach property into the ownership of the Cal-Pac Conference.
- Aiding the PTT in developing listening sessions for the congregation to be informed and to offer opinions for the work of Affordable Housing on the Mission Valley Campus.
- Presented a reminder course of Re-Wilding for staff and the All-Church Potluck in June.
- Offered seminars on Re-Wilding/the Context and Implementation of a Vision for the Church at two different conferences: the Madang Clergy Retreat and the Western Jurisdiction Making the Leap Conference.
- Continue to support and guide the work of Kenton Hundley as Director of the Dream School.

#### **4. Stewardship and Funding the church**

- Began planning with our Director of Stewardship and Development, Jason Tucker, the Stewardship program for the fall.

#### **5. Self-Care**

- Continue to exercise, visit grandchildren, and miss my dog, Lucy.
- Working on taking two days off each week to minimal success.

# Report to Church Council – June 2025

Rev. Dr. Hannah Ka, Pastor of Discipleship

## SMALL GROUPS in Q2

### New Groups:

- Two new groups continue to meet:
  - An online women's group meets monthly to discuss Pastors' Perspectives Podcast questions.
  - An in-person group of recent or near-retirees meets bi-monthly and is planning a book study.

### Neighborhood Groups:

- Eight groups remain active.
- Highlights:
  - Hillcrest/Mission Hills group (Nick Hubsmith & Marilyn Wegner) is considering a neighborhood volunteer opportunity.
  - San Carlos/Del Cerro group (Jack Hoover & Carol Hartupée) is exploring a book study.
  - North County group (Carol Blessing & Kent Schrock) regularly discusses worship, Perspectives, and Tapestry questions.
- Collaboration with Caring Hearts continues for enhanced pastoral care within neighborhoods.

### By Demographics and Interests:

- The River (LGBTQIA): Completed a study of *Re-Claiming the Bible for a Non-Religious World* by John Shelby Spong in June; planning a wider in-person gathering on July 9.
- Young Adults: Finished *Adventures in Missing the Point* by Brian McLaren and Tony Campolo; will resume in September.
- Parents Forum: Concluded for the 2024–2025 season; on summer break.
- Convergence: Continues to meet weekly after Tapestry, led by Laurie St. Gean (average 7–8 participants).
- Youth: Nine youth were confirmed on May 18.

### Mission and Outreach:

- **Shoes That Fit:** Linda Blackwell's team continues providing shoes to local elementary schools each semester.
- **Showers of Blessings:** Katherine Stone's team serves monthly hot breakfasts and to-go lunches at St. Paul's.
- **San Diego School of Christian Studies:** Transitioning leadership from Kay Gilbert and Lembi Saarmann to Rick Cook and Lyn Hayes, with a new name: *Interactive Wisdom* and a podcast format.

- **Sack Lunches for Migrants:** Beryl Flom, Wendy Young, and team prepare lunches every Sunday after the 9 AM service.
- **Monthly Drives:**
  - June: Pride Parade support
  - July: Backpack Drive for Cherokee Point Elementary, led by Julie Hatch

## HOSPITALITY

- Continued welcoming new visitors each Sunday.
- Launched *Coffee & Clergy*, a monthly gathering for newcomers.
- Recruited a dozen lay leaders to build a hospitality team.

## WHAT'S NEXT IN Q3?

- Launch new book studies for The River, Young Adults, and the online community.
- Deepen connections with new visitors and prepare to start new small groups.
- Host the Back-to-School BBQ for Cherokee Point Elementary (July monthly drive).

## COMMUNITY ENGAGEMENT

- **Q2:** Hosted our first eco-friendly community event on June 1, aligned with the Creation Care sermon series, featuring the Building Usage Task Force.
- **Q3:** Events to be determined.

## WORDS & SACRAMENTS

- Continued teaching and preaching via the pulpit, book studies, Perspectives podcasts, small groups, and individual conversations.
- Ongoing leadership in Holy Communion and baptism preparation.
- **Q3:** New Beginnings Membership Class scheduled for August 24 (in-person) and August 25 (online).

## MINISTRY BEYOND THE LOCAL CHURCH

- Shepherded our First Church delegates through the 2025 Cal-Pac Annual Conference
- Completed service with the District Committee on Ordained Ministry and Wesley Foundation San Diego Chapter (June 2025).
- Continuing service on:
  - Western Jurisdiction Korean Ministry Plan (Board Member)
  - National Association of Korean American UMC Pastors in Cross-Racial Appointments (Executive Secretary; anticipated transition in August 2025)
  - Annual Conference Committee for Pacific Asian North American Women in Theology and Ministry

## SELF-CARE

- I took a short vacation in NYC over Memorial Day weekend.
- Traveling to Iceland with my daughter in June to celebrate her high school graduation.

Church Council Report: June 2025  
Rev. Brittany Juliette Hanlin, Pastor of Connection and Care

### **Caring Ministries**

I continue to work with the Caring Ministries of the church to meet the needs of congregants facing difficult health diagnoses and challenging personal situations. I continue to build relationships through pastoral calls, visits, and Sunday check-ins.

The **Caring Hearts** Team meets bi-weekly to discuss pastoral care needs in the congregation. The team continues to show great compassion as they strengthen connections and form new bonds. The Team along with other volunteers delivered over 100 Easter bags and mailed boxes homebound and online members. Through these gifts we are able to remind our homebound and online members that they are loved and cared for by this community.

The **Stephen Ministry** Leadership Team gained another leader this Spring, after losing one of the leaders due to relocation. We have restructured our monthly supervision meetings in hopes of being more efficient and effective with our time together. With the restructuring, we will begin an intake process next January for people interested in becoming Stephen Ministers. We recently implemented an evaluation process for our Stephen Ministers and their care receivers. Every 6 months, Stephen Ministers will be asked to complete an evaluation as a tool for reflection and introspection. If we are to provide quality care it is imperative that we are attuned to our mental, spiritual, emotional, and physical health. The first evaluation process went well.

The **Prayers and Squares** celebrated 20 years of ministry in June. The group is looking for ways to grow and connect with younger generations. The changing landscape of church culture contributes to lack of engagement across the spectrum of ministries.

### **Children and Youth**

**Chapel Time for CGC** preschoolers ended May 21 for this academic year. Chapel will resume on Wednesdays at 11:00am in August. Exact date to be determined by CGC Director, Denise Vick. Our first kindergarten class (Green Team) had their promotion ceremony to the first grade on May 29, 2025. I was present and offered my thanks to the parents and congratulations to the students. It is my hope that the relationship between CGC and the church can be strengthened rather than siloed.

**Sunday School** for the 2024-2025 program ended on Sunday, June 22. Sunday School will resume for elementary school students on Sunday, September 14. We are recruiting and praying for additional Sunday School teachers to volunteer on rotation (1x a month). I am forever grateful for our teachers this year and for their commitment to serve our young people. The Sunday School program needs volunteers in order to thrive and right now, I feel like we are just surviving. We will have a Sunday School teacher training in August to prepare for the Fall. The curriculum has yet to be decided.

**Vacation Bible School** registration for both volunteers and participants was very low, approximately half that of last year. Because of this, we are pivoting again and instead of a 4-week VBS, we will have a

one day intensive, using the curriculum from Cokesbury: Road Trip. The 11 participants will learn Bible stories, make a craft, learn some music before we transition outside to the “Family Fun Fest,” where families and children of all ages are invited to participate from 2:00-4:00pm on Sunday, July 20. The Fun Fest includes face painting, bounce house, popsicles, hot dogs/hamburgers, and popcorn. This in an effort to make the experience fun and memorable for the kids. All are welcome and the cost is \$10 per person. Children 3 and under free.

Two youth are participating in the **Sierra Service Project** (June 29-July 5). The focus of our service and learning center is around the intersection of immigration, wealth inequality, and the environment. Youth will stay away for 6 nights at FUMC National City while working on various service projects around the city during the day. Due to low interest in the project, two youths joined with another church and a member of Hope UMC is serving as their leader.

The youth went on their **Spring Retreat** April 4-6<sup>th</sup> at Camp Cedar Glen. The theme of retreat was, *Answering God’s Call in a Changing World*. In a world full of uncertainty, division, and rapid change, it is easy to feel overwhelmed. But God is calling each of us to be a light in the darkness—to serve, to love, and to make a difference. The six youth explored how they can respond to God’s call in the midst of today’s challenges—whether it is standing up for justice, supporting those in need, or finding peace in a turbulent world. The retreat was full of fellowship, conversation, learning, nature exploration, and of course s’mores by the fire.

Due to busy schedules and family life, it is difficult to plan events, and our participation numbers are low. This again speaks to the changing cultural landscape of the Church.

## **Teaching**

We continue to record the **Pastor’s Podcast: Perspectives**, which has been a fun pastoral ministry to develop with the ministers and communications team.

The **Sankofa Pre-Study** course began on Wednesday, May 14 and ended on May 28. The class was held both in-person and on Zoom. We explored the history of Chicago and the Great Migration, in which many African Americans left the South for better opportunities in northern states, only to be met by racism in dressed in different clothes. There is so much history to learn and discover before us, I may offer Sankofa classes at different points in the upcoming year.

The **2025 Sankofa Pilgrimage** changed from a three-city to one city pilgrimage. We spent our time in Chicago from June 5-9. The itinerary is attached. This year there were 11 sojourners, and our time together was truly enriching. We continue to unpack and discover hidden and not hidden histories while having meaningful, grace-filled conversations about what these truths mean to us as people of faith. I am very proud and honored to facilitate these learning opportunities because I have seen God show up in beautifully, unexpected ways. Having now explored the South, the East Coast, and the Midwest, I am now preparing for next year’s journey, exploring our neck of the woods: the West Coast, specifically California. Plan forthcoming.

## **Worship**

Worship and preaching responsibilities as assigned for 9:00 and Tapestry services.

## **Continuing Education**

In May I completed the second year of my **Doctor of Ministry** program at Emory's, Candler School of Theology. My degree program is church leadership, which differs from a PhD. My degree is in practical theology for the leadership in the church. I am entering my third and final year of study. I travel to Atlanta on August 17-20 for an in-person class and to begin working on my thesis and final project. I am expected to graduate in May 2025.



# First Church SD

# **Awareness & Engagement**

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May 2025





# Awareness & Engagement Dashboard (May)

AWARENESS				ENGAGEMENT			
	1 Month	3 Month	12 Month		1 Month	3 Month	12 Month
Organic Search: Impressions	45.4K ↓	138.5K ↑	391.3K ↓	Organic Search: Clicks	1K ↓	3.7K ↓	15.3K ↑
Organic Search: 1 <sup>st</sup> Page Terms	166 ↓	256 ↑	265 ↓	Paid Search: Clicks	37 ↓	216 ↓	1.2K ↑
Paid Search: Impressions	223 ↓	1.1K ↓	8.8K ↑	Web: Engagement Events	6.4K ↓	22.1K ↓	89.8K ↓
Web: New Visitors	2.8K ↓	9K ↓	39K ↑	Social: New Followers	178 ↑	482 ↑	1.3K ↑
Web: Visits/Sessions	5.3K ↓	17.1K ↓	69K ↑	Social: Post Engagement	1.2K ↓	4K ↓	15.5K ↑
Social: Reach	31.5K ↑	118.2K ↓	519.5K ↑	YouTube: New Subscribers	53 ↑	132 ↓	874 ↑
Social: Profile Visits	1.7K ↓	5.5K ↓	23.9K ↓	YouTube: All Video Views	22.2K ↓	71.7K ↓	334.9K ↑
YouTube: Impressions	326.6K ↑	954.3K ↓	5.7M ↑	YouTube: All Livestream Views	3.6K ↓	11.8K ↑	43.1K ↓
<i>Arrows indicate growth or decrease when compared to previous period. For example, 1 month is Nov vs Oct 2024.</i>				CURRENT SUBSCRIBERS (MAY 31)      Facebook: 2.9K      Instagram: 608      YouTube: 3.4K			



# Additional Stats & Recent Activities

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## Perspectives Pastors Podcast

- 67 episodes produced January 2024 – May 2025
- 8,265 views across YouTube, Spotify, and Apple Podcast
- Highlighted in May by Cal-Pac Conference and Resource UMC – in email, website, and social media!

## Patreon

- Found at: <https://www.patreon.com/fumcsd> & promoted through the podcast
- Launched on Nov. 22; currently have 23 members – 13 free and 10 paid
- Membership levels: *Paid membership is primarily for those not participating in our church outside of Perspectives & those who want to contribute directly to our digital efforts*

### Free (\$0/month):

- Interact with others through chat feature that allows them to discuss the episodes

### Gold (\$10/month): Free benefits, plus:

- Member shout-out on future episode
- Suggest future topics & questions
- Inspiration & questions from Tapestry services
- Recorded Q&A sessions with the pastors
- Live Q&A sessions
- Behind the scenes content
- Topic sneak peeks

## Online Store

- Found at: <https://www.fumcsd.org/shop> & promoted through website, social media, YouTube, and pre-service slides
- 89 sales from June 2024 – May 2025

## Facebook

- Ash Wednesday video was viewed by 1,478 individuals on Facebook (with no paid boosting required)

## Easter Sunday

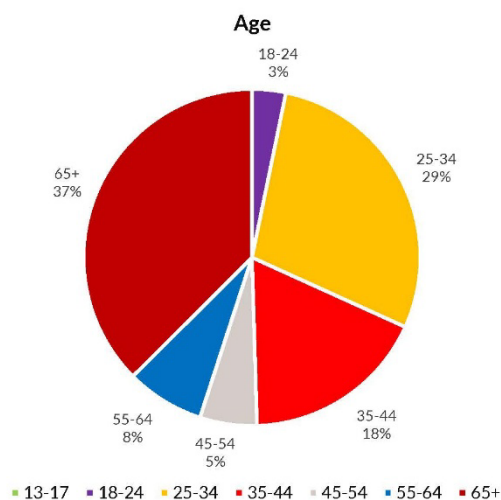
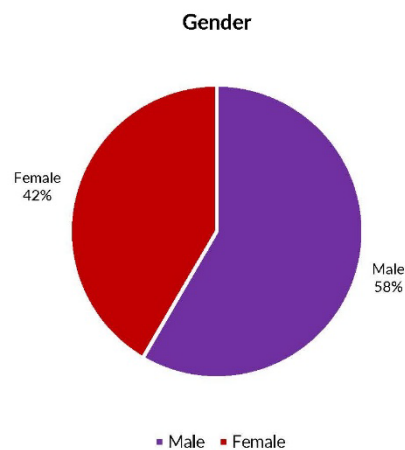
- Attracted 200 more in-person attendees than previous year! Second Sunday of Easter (traditionally low attendance) attracted 50 more people than previous year. And we continue to see first-time visitors from Easter returning for worship.



# Audience (May)



Age & Gender from Facebook, Instagram, YouTube; Location from Facebook, Instagram, Google Analytics (website)



Cities	Views
San Diego	2,790
Los Angeles	706
San Jose	204
Chula Vista	117
El Cajon	79
La Mesa	75
Escondido	68
Santee	65
Sacramento	55
San Francisco	37
Long Beach	27
Boardman OR	25
Oceanside	24
Riverside	18
Las Vegas	16
National City	16

*Represents: Facebook/Instagram subscribers,  
YouTube video views, website visitors*

*Excludes cities outside of western U.S.*

