



Jewish Federation of Ottawa
Board of Directors Meeting
Summary of Discussion for the Community

Wednesday, April 10, 2019
Soloway Jewish Community Centre

In Attendance: Danya Vered, David Appotive, Hartley Stern, Harold Feder, Jessica Greenberg, Karen Palayew, Kevin Barwin, Linda Kerzner (by phone), Michael Polowin, Nikki Shapiro, Stacy Goldstein, Sender Gordon, Victor Rabinovitch

Staff: Andrea Freedman, Sarah Beutel, Susan Lee

Recorder: Cibele Rosa

I: Welcome – Hartley Stern

The meeting was called to order at 5:30 pm.

Hartley mentioned the two additional items added to the Agenda: the Nominating Committee Report and an In-Camera Session.

II: Approval of Board Meeting Minutes – Hartley Stern

Hartley called for a motion to approve the Minutes from the March 19th, 2019 Jewish Federation of Ottawa Board of Directors meeting.

Moved: Michael Polowin

Second: Nikki Shapiro

Motion carried

III: Finance Report – Susan Lee

Susan presented the financial report for the eight-months ending February 28th, 2019 and the following was noted:

- At present, there is a non-material deficit projected.
- Due to staff turnover, salaries and benefits are slightly over-spent.
- Due to a shortfall in ad revenue, the Bulletin requires an increased subsidy. In turn, the communication's department is forecasted to exceed budget.
- Due to heavy snowfall this year and some unexpected repairs, there were some additional campus expenses. A water tank replacement came out of the reserve.
- The overall financial summary in appendix 1 shows a slight deficit of expenses. This figure may change, as the forecast is updated through the year.

IV: President's Report – Andrea Freedman

Andrea noted the following updates:

- Event updates:
 - PJ Library/OJCS event, April 7th, with 30 families in attendance.
 - Last minute opportunity to participate in the critically acclaimed movie “The Invisibles”, 35 people participated.
 - In conjunction with our partners the Jewish Agency for Israel and CIJA there will be an advocacy training session for Grade 12 students on May 26th.
- Progress is being made regarding remediation efforts stemming from the employee engagement survey. Led by Shari Cooper, professional development and compensation work groups have been moving forward with strong participation by team members.
- The PJ Library conference attended by 3 members of the Federation team (and funded by the Harold Grinspoon Foundation), led to several key takeaways:
 - Because PJ Library is free for families, there is a misunderstanding that the program is free. Introducing a slogan such as “it costs a lot to be this free” can be used to help dispel this notion.
 - Focus on grandparents.
 - Information about additional grants was shared, to which our community can apply.

Linda Kerzner announced the Community Award winners:

- Gilbert Greenberg Distinguished Leadership Award - Steven Kimmel
- Shem Tov Community Volunteer Award – Charles Schachnow
- Freiman Family Young Leadership Award – Allan Shefrin
- Student Leadership Award – Tom Podolsky and Seth Kerzner

While it was felt that all award winners are exceptionally deserving, a lack of female award winners was noted. Steps are needed to eliminate any potential gender bias in the criteria and selection process.

V: In Camera Session

In Camera Session.

VI: Campaign Report – Karen Palayew

Karen presented the Campaign Report. The campaign is currently at \$5.2M, with 1,720 donors, which includes 190 new donors. This result represents an increase of 24.13%. More work remains to secure gifts from the 225 donors who made a gift last year, and have not yet committed this year.

VII: Nominating Committee Report

Hartley invited Linda Kerzner to present the Nominating Committee Report.

Linda informed that David Appotive and her terms are ending this June. Hartley Stern will continue on the board as past chair, Michael Polowin (chair), Kevin Barwin (secretary) and Harold Feder (treasurer).

Linda presented new board members: Ian Sherman (vice chair), Jeffrey Laks, and Karen Palayew.

Hartley called for a motion to approve the Nominating Committee Report.

First – Linda Kerzner

Second – Jessica Greenberg

Motion carried.

While all are eminently qualified, with what will be 3 consecutive male board chairs, the issue of gender was raised.

VIII: Strategic Plan update

Michael Polowin, Nikki Shapiro and Andrea Freedman presented an update on the strategic plan. The strategic plan is focused on achieving the vision of the Jewish Superhighway.

- 5 community consultations have taken place, with a final one taking place with top donors on April 23rd. Consultations yielded interesting feedback, including:
 - More segmented programming, including for teens.
 - Lack of understanding about Federation and the differences between various organizations.
- Key metrics for consideration include:
 - 20% increase in Jewish engagement
 - 20% increase in fundraising revenue, including a significant endowment for Jewish education.
 - 15% shift to strategic allocations.
- The board provided important feedback, particularly around the 1-page summary document and how it can be improved and the fact that more thought is required around the Jewish endowment.

The meeting was adjourned at 7:08 pm.