



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

Wednesday, October 21st, 2020
Board Meeting

In Attendance: Kevin Barwin, Harold Feder, Stacy Goldstein, Jessica Greenberg, Jeff Laks, Karen Palayew, Michael Polowin, Victor Rabinovitch, Jacob Shabinsky, Ian Sherman, Hartley Stern, Danya Vered.

Staff: Sarah Beutel, Pauline Colwin, Andrea Freedman, Susan Lee, Leslie Kaufman

Guest: Anne Read

Recorder: Cibeles Rosa

I: Welcome – Michael Polowin

Michael welcomed the Board members and called the meeting to order at 5:31 pm.

II: Approval of Board Meeting Minutes – Michael Polowin

Michael called for a motion to approve the Minutes from the September 16th, 2020 Board of Directors meeting.

Moved: Jeff Laks

Second: Ian Sherman

Motion carried

III: Jewish Jumpstart Update – Anne Read

Michael invited Anne Read, Director of Community Collaboration to present the Jewish Jumpstart Update.

As the presentation was sent in advance of the meeting, Anne presented highlights and answered questions.

Overall, the program has benefitted 306 participants, the majority of whom are new families. After one year, the feedback has been positive, leading to a conclusion that the program promoted the engagement of new members in the Jewish community successfully. Even though the program was deeply impacted by the pandemic, it will continue for the second year with a renewal rate of 66%, with organizations offering the continuation of the program into 2021, as participants were given the option to defer their membership for a year.

The board asked for the evaluation numbers by individual organization. It was noted that at \$400/per person, this is a relatively cost effective way to meaningfully engage people in community.

Michael thanked Anne for her presentation and congratulated Anne, Sarah and the community building team for their hard work in this project.

IV: President's Report – Andrea Freedman

Andrea noted the following updates:

- The current campaign stands at \$3.2M, and on a gift by gift basis, this represents a 1% increase over last year. The Emergency Campaign remains at slightly over \$2.5M.
- The Jewish National Fund has given notice that they are vacating their office in building 11, and Campus is negotiating with Tamir to potentially fill the space.
- Life & Legacy stands at 14 letters of intent, with 4 more needed to achieve the target.

In-Camera Session

The Federation communications plan was presented during an In-Camera Session.

Be it resolved that the Board adopt the Communications Plan submitted by management. In particular, the Board:

- **Expresses** its great regret that the Ottawa Jewish Bulletin will cease regular print publishing;
- **Endorses** the expansion of alternative electronic platforms for community communications, as outlined in the Communications Plan;
- **Reaffirms** its commitment to the goal of “constructive communal consciousness” expressed when the Bulletin was launched in 1937;
- **Supports** the concept of an occasional printed Bulletin, for wide community distribution, provided funding is available; and,
- **Requests** that management report regularly to the Board on implementation of these decisions.

The meeting was adjourned at 6:31 pm.