



**Jewish Federation of Ottawa
Board of Directors Meeting**

Summary of Discussion as a Report to the Community

Tuesday, December 5, 2017
Soloway Jewish Community Centre

In Attendance: Sharon Appotive, Aviva Ben-Choreen, Harold Feder, Stacy Goldstein, Michael Polowin, Hartley Stern, Danya Vered, Lenora Zelikovitz, Linda Kerzner, Sender Gordon, Victor Rabinovitch, David Appotive

Staff: Sarah Beutel, Andrea Freedman, Micah Garten, Leslie Kaufman, Judie McKenney

Recorder: Solange Ashe

I: Welcome – Hartley Stern

Hartley Stern called the meeting to order at 5:30pm.

He welcomed board members to the meeting.

II: Approval of Board Meeting Minutes – Hartley Stern

Hartley called for a motion to approve the minutes from the November 15, 2017 Jewish Federation of Ottawa Board of Director's meeting.

First – Lenora Zelikovitz

Second – Michael Polowin

Motion carried.

III: Augmenting Fundraising

Hartley opened the discussion for Andrea to walk the board through any changes and developments that have occurred since the November 15th board meeting.

Andrea advised that there is a lot of preliminary work being done to lay the groundwork for this initiative. The team has started socializing the concept of the Jewish Superhighway across the community. Andrea also confirmed that the community building team is gathering a more accurate assessment of the dollars needed from agencies in order to meet their needs. As well, the team is gathering intelligence in a variety of areas primarily around best practices and other community giving vehicles.

Andrea introduced a success story whereby she secured a \$100,000 gift - \$50,000 for the school on specific projects that the school identified as a priority, \$25,000 to the March of the Living and \$25,000 to Birthright Israel.

These donors reached out to Federation, appreciated her transparency and found the team a good partner to work with. They were interested in giving and Andrea and her team took the necessary steps to find out what they were passionate about and ensure their donation was allocated accordingly.

Hartley then turned to an article in the Canadian Jewish News whereby Montreal was able to raise \$50M in 2017. He suggested that with Federation's introduction of the Jewish Superhighway and its appeal to all age groups, through different mechanisms, it could direct Ottawa to also be very successful.

The board asked how the ongoing communication aspect of the fundraising plan was progressing and Andrea clarified that the communication team has been tasked with providing refinements it. A working version will be ready later in December and after expert vetting, it will be presented to the board.

IV. Audited Financial Statements

Hartley introduced Jeff Miller, Partner at GGFL, who presented the audited financial statements for the year ending June 30, 2017.

Ottawa Jewish Bulletin

Jeff noted that receivables are in good shape, though subscriptions continue to decline and there is a deficit. The need for Federation to provide additional funding to the Bulletin was approved at the November 15th board meeting.

Hartley called for a motion to approve the audited financial statements for the Ottawa Jewish Bulletin.

First – Lenora Zelikovitz

Second – Michael Polowin

Motion carried.

Jewish Community Campus of Ottawa

Jeff noted that there was a reserve fund of approximately \$2M, although some of this is restricted and allocated monies for upkeep of facilities. Judie advised that the reserve monies were currently in a GIC earning approximately 0.85%. Hartley suggested that this money should be invested in such a manner that it earns a higher return, perhaps as a managed fund with the Foundation. It was agreed that this would be tabled for further discussion.

Hartley called for a motion to approve the audited financial statements for the Jewish Community Campus of Ottawa.

First – Lenora Zelikovitz

Second – Linda Kerzner

Motion carried.

Jewish Federation of Ottawa

Jeff reviewed the audited financial statements with no concerns expressed by the board. Again, there is a reserve amount that might be invested for greater earnings. It was agreed by the board that this would be tabled for further review and discussion.

Hartley called for a motion to approve the audited financial statements for the Jewish Federation of Ottawa.

First – Lenora Zelikovitz

Second – Michael Polowin

Motion passed.

V: President's Report – Andrea Freedman

Andrea provided an update to the previously distributed report. She provided an update from her recent JFC-UJA meetings in Toronto. Andrea also advised that the CEO of the Jewish Federation of Canada will be retiring in 18 months and Federation CJA of Montreal will be appointing a new CEO shortly.

VI: Campaign Report

Sharon Appotive advised that the campaign has raised \$3.96M on 1,480 cards, to date. There are 442 more cards to go with 127 new donors. Overall, the campaign to date is 6% over last year's on a card-by-card basis. It was acknowledged that this is significant at a time when historically, card-by-card donations would go down and is a very positive step forward.

Hartley acknowledged that this was the end of Sharon's campaign and last board meeting. He invited everyone to join him in a warm sense of gratitude.

VII: The Challenge of Jewish Unity

Andrea opened the discussion with a review of what has taken place in the community since Rabbi Kenter's sermon in the fall and requested input from the board on the Federation's roles and responsibilities with regard to Jewish unity. The main input from the board was as follows:

- The Federation's mission is to do what is best for the community at large.
- Clearer communication with rabbis and boards at the local synagogues might be helpful, explaining the Federation's allocations and the unifying vision, specifically the Jewish Superhighway.
- One-on-one conversations rather than group discussions can be effective.
- The clergy should resolve some of their issues amongst themselves.
- The Federation's role is to ameliorate and help achieve calm.
- A small group will work on greater clarity and understanding with respect to the mikvah.

Hartley concluded the conversation thanking everyone for their input and clarity.

The meeting was adjourned at 6:58 p.m.