



**THE OTTAWA JEWISH COMMUNITY FOUNDATION  
MEETING OF THE BOARD OF DIRECTORS**

**TUESDAY, FEBRUARY 14<sup>TH</sup>, 2017  
MINUTES**

Minutes of a Meeting of the Board of Directors of THE OTTAWA JEWISH COMMUNITY FOUNDATION (the 'Foundation') held at the head office of the Foundation at 4:30PM on Tuesday, February 14<sup>th</sup>, 2017 in the Boardroom of the Soloway Jewish Community Centre, 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

**PRESENT:** Paul Finn, Jonathan Freedman, Michael Landau (Chair), Lorne Segal, Gillie Vered, and Lawrence Weinstein.

**STAFF:** Mike Bazuk, Sylvain Beaudry, Andrea Freedman, Leslie Kaufman and Arieh Rosenblum

**MEETING CALLED TO ORDER:**

Michael called the meeting to order at 4:35PM and welcomed all in attendance. He noted that, as quorum had not been met, no motions could be passed at the meeting.

**PRESIDENT'S REPORT:**

Andrea Freedman presented her report on activities of the Foundation since January's Board meeting; there were no questions. Andrea provided a quick update to the New Commitments report, noting that one new B'nai Mitzvah fund has been opened. Additionally, a \$10,000 Legacy commitment has been confirmed. Andrea also provided a brief update on the progress of the new Foundation database. All questions were answered to Board members' satisfaction.

**FINANCIAL AND INVESTMENT UPDATE:**

Sylvain Beaudry provided an update on the Foundation's financial and investment activities and reviewed performance of the fourth quarter. He noted that, for the year, 2016 returned 9.9% (net of fees), against a benchmark of 5.7%). He explained that the equity markets performed well throughout the year, whereas the bond market struggled in December.

Gillie provided an update on the activities of the sub-committee tasked with reviewing potential portfolio advisors. He explained that the sub-committee has met with six potential advisors and has been comparing fees, philosophical approaches, and differences in market involvement (such as real estate and mortgages). Gillie noted that the Investment committee will review these findings at their upcoming meeting and prepare a recommendation for the Board's consideration.

**MERGING OF THE EDUCATION & OUTREACH AND FUNDRAISING COMMITTEES:**

Leslie introduced this discussion, noting that the recommendation arises from feedback provided by the Chairs of both committees. Both committees are working well independently, but there is disconnect between the two committees by operating in silos, and it would be more beneficial for these committees to merge to work together regularly. As the efforts of the Education & Outreach committee regularly supports the efforts of the Fundraising committee, the proposed merged committee would allow for instant collaboration and feedback.

Present Board members were positively inclined towards this concept and the decision will be voted on at the

next Board meeting with sufficient quorum. Leslie undertook to draft a memo outlining this recommendation and its rationale for circulation in the next Board package.

**FOUNDATION EVENT UPDATE:**

Andrea provided an update on the recent meeting of the event committee. Andrea explained that the goals and target audience of the potential event had been identified, and that a shortlist of potential speakers was compiled. If the first choice speaker can be secured, it was suggested that the format of the event be a Q&A with an engaging Ottawa community member leading the questions. The timing of the event and style will be flexible and informed by the availability of the speaker. Potential venues were also discussed.

**BOARD DEVELOPMENT – THE FACE TO FACE:**

Michael and Arieh led an informative and productive role-play session that provided insight into how a typical face to face meeting can unfold between a prospective donor and professional or volunteer fundraiser. Arieh led the Board through different “forks” in the conversation to demonstrate the need for an organic approach that relies on active listening. Additionally, the exercise explored common challenges a fundraiser may face in a typical meeting, and how different giving vehicles can be suggested or discussed based on feedback the fundraiser is receiving in real time from the prospective donor.

**ADJOURNMENT:**

Michael thanked everyone for their participation and the meeting was adjourned at 5:50PM.