



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

Summary of Discussion as a Report to the Community

Tuesday, March 19, 2019
Soloway Jewish Community Centre

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

Staff: Andrea Freedman, Sarah Beutel, Leslie Kaufman, Susan Lee, Micah Garten

Guests: Shari Cooper

Recorder: Cibele Rosa

I: Welcome – Hartley Stern

The meeting was called to order at 5:00 pm.

II: In Camera Session

In Camera Session.

III: Approval of Board Meeting Minutes – Hartley Stern

Hartley called for a motion to approve the Minutes from February 6, 2019, Jewish Federation of Ottawa Board of Directors meeting.

Moved: Harold Feder

Second: Michael Polowin

Motion carried

IV: Strategic Priorities Committee – Sarah Beutel

Sarah presented the Terms of Reference for the new Strategic Priorities Committee, whose purpose is to recommend and ensure the effective allocation of funds raised by the Jewish Federation of Ottawa. Sarah proposed the committee be composed of four (4) members, including the Vice-chair, Chair of the Grants Committee, treasurer and one (1) additional board member. After some discussion, the board agreed there should be an odd number of committee members to ease the voting process.

Hartley called for a motion to approve the Terms of Reference, with the caveat that they be changed to reflect a minimum of five (5) committee members.

Moved: Michael Polowin

Second: Kevin Barwin

Motion carried

Sarah presented a plan to roll out the new strategic funding raised in the Annual Campaign. In order to maximize opportunities presented by the success of the Campaign, the rollout of new strategic initiatives will begin this spring, and continue throughout the year to generate excitement. The plan also takes into

consideration the highest priority needs in the community and the pace of the funds being received. This plan is based on the report previously approved by the board on strategic funding streams.

Micro-grants will be the first new funding stream to be launched this spring. New funding for Jewish education will be launched in June so that the funding can have an immediate impact on the coming school year.

The board suggested that helping the vulnerable, which received substantially more directed increases than other aspects of the Jewish Superhighway, should be taken into consideration in future marketing efforts. Might a greater focus on the vulnerable help drive future positive campaign results? A deeper dive into the data is necessary before any conclusions can be drawn.

Hartley called for a motion to approve the plan.

Moved: Michael Polowin

Second: Stacy Goldstein

Motion carried

The meeting was adjourned at 5:58 pm.