



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

Thursday February 11th
Soloway Jewish Community Centre

In Attendance: Stuart Ages, David Appotive, Harold Feder, Stacy Goldstein, Jennifer Kardash, Linda Kerzner, Steven Kimmel, Jason Shinder, Hartley Stern, Lenora Zelikovitz

Staff: Bram Bregman, Shelley Crawford, Andrea Freedman, Arieh Rosenblum

Observers: Sharon Appotive, Mike Landau, Michael Polowin

Recorder: Alecia Laliberte

I: Welcome – Linda Kerzner

Linda Kerzner called the meeting to order at 5:30pm.

II: Approval of Board Meeting Minutes

Linda called for a motion to approve minutes from the January 12th Jewish Federation of Ottawa board of director's meeting.

First – Jason Shinder

Second – Stacy Goldstein

Motion carried

III: President's Report

Andrea Freedman provided four updates to the previously distributed report.

- The JWRP Trip scheduled for November 2016 is off to a promising start with over 20 women attending an information session.
- A new community engagement specialist has been hired and will begin work at the end of May.
- A vote on the unification of the two Orthodox Day schools is scheduled for next week.
- This week's security incident on campus has resulted in:
 - The knowledge that our security team and protocols worked very well.
 - Some tweaks are required for internal communications.
 - Additional follow-up is required with OPS regarding 9-1-1 response time and a full report is expected.

IV: Financial Report – Shelley Crawford

Shelley Crawford provided an Interim Financial Report for 7 months up to the end of January 31st. Overall, the budget is tracking favorably.

- The only substantive change to the financial report is that the Bulletin's production is not functioning and there will be an additional cost to sign-up with a new service.

V: Awards Review Process – Lenora Zelikovitz

Proposed changes to Federation's community awards nominating committee criteria was reviewed, including changes to the Gilbert Greenberg award as well as a proposed new student award. Highlights of the committee's recommendation include:

- Award the Gilbert Greenberg Award every second year, rather than annually.
- Restate that all awards are presented to community lay leaders for their volunteer roles within the Ottawa Jewish community.
- Initiate a new award for student leadership (post-secondary level).
- Specify criteria for each award to assist the awards committee in their deliberations.

Lenora put forth a motion to support the proposed changes and approve the awards review committee's report as submitted.

First – Lenora Zelikovitz

Second – Steven Kimmel

Motion carried

VI: Key Performance Indicators

The KPI document was reviewed with the board.

Indicators are color coded for easy identification:

Green: compares favorably to a target that was set, against the last year total or the three year rolling average.

Yellow: the outcome is not yet clear (may be a question of timing or minor tweaks are required to achieve the target).

Red: a successful outcome is unlikely at this juncture.

Overall, metrics are progressing well. An exception is corporate partners, for a number of reasons including some strategic challenges (e.g. high price point of \$25,000 to participate in the program). Additionally, there is a need to engage in holistic asks for all Federation events (e.g. golf, choices, kick-off, etc.).

VII: Financial Services Review – Jason Shinder

Ernest & Young has been hired to review our financial services, with a particular focus on the shared services model. The review will cost approximately \$10,000. A small Task Force has been formed which includes: Shelley Crawford, Andrea Freedman, Linda Kerzner, Steven Kimmel, Jason Shinder and Hartley Stern.

VIII: Senior's Residence and the Integrated Living Center – Andrea Freedman

A working group was formed last fall under the leadership of Lewis Leikin to determine whether a senior's residence should be added to the Integrated Living Center Project.

The working group determined that a seniors' residence as part of the ILC does not appear to be feasible under the current circumstances and recommends to the Federation Board that it not proceed with any further action at this time.

The Reasons for this recommendation include: low priority placed on the Jewish aspects of a residence by respondents to the survey, difficulty in meeting the disparate needs and desires of potential residents (e.g. services valued and price point) and the lack of a feasible business model for the residence.

A motion was made to approve the working group's report as submitted.

First- Jason Shinder

Second- Jennifer Kardash

Motion Carried

IX: Foundation Giving Vehicles – Mike Landau

Foundation provides multiple giving vehicles for donors to contribute long term financial stability and support to the community. Giving vehicles include contributions in the form of an endowment fund, a legacy gift, or gifts of insurance, stocks or other. The synergies between Federation and Foundation fundraising was emphasized and areas for further cooperation were explored.

The meeting was adjourned at 6:58pm