



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

**Tuesday, January 12<sup>th</sup>**  
Soloway Jewish Community Centre

**In Attendance:** Stuart Ages, David Appotive, Harold Feder, Stacy Goldstein, Linda Kerzner, Mike Shahin, Jason Shinder, Arlene Wortsman, Lenora Zelikovitz

**Staff:** Pauline Colwin, Shelley Crawford, Andrea Freedman

**Observers:** Sharon Appotive & Michael Polowin

**Recorder:** Alecia Laliberte

**I: Welcome – Linda Kerzner**

Linda Kerzner called the meeting to order at 5:35pm and welcomed the board. She welcomed Michael Polowin, the 2017 Annual Campaign chair, who will be observing Federation board meetings throughout his term.

Next, Linda welcomed Pauline Colwin, Communications Manager.

**II: Approval of Board Meeting Minutes**

Linda Kerzner called for a motion to approve minutes from the December 16<sup>th</sup> Jewish Federation of Ottawa board of director's meeting.

First – Stacy Goldstein

Second – Arlene Wortsman

All in favor

**Motion carried**

**III: President's Report**

Andrea Freedman provided three updates to the previously distributed report.

- Two new potential tenants for Building 31 are being considered.
- Management is in the process of hiring a new Business Manager for the Ottawa Jewish Bulletin.

**IV: Financial Report – Shelley Crawford**

Shelley Crawford provided an Interim Financial Report for 6 months up to the end of December 31st. Overall, the budget is tracking favorably.

- **Expenses:** Currently running slightly below budget primarily due to a staff absence.

- **Property management:** There is no change with respect to the tenant in arrears. There continues to be one small vacant office at Building 11. The vacant office was recently advertised in the bulletin.
- The Bulletin is currently reporting a loss. There is an expectation that the new business manager will work hard to rectify the situation.

**V: Campaign Update – Sharon Appotive/Michael Polowin**

Campaign year to date results:

	<b>Campaign 2015</b>	<b>Campaign 2016</b>
<b>Pledges to date</b>	\$3,996,625	\$4,144,819
<b>New and Returned Donors</b>	201	215
<b>New and Returned Dollars</b>	\$63,918	\$95,365

The 2016 campaign is currently running at a 3.7% increase, with the women’s campaign running at a 5.5% increase over last year.

**VI: Campaign Kick-Off and Top Donor Event**

Over the last 5 years, Kick-Off participation in general has declined, from a high of 826 in 2012 to a current low of 522. Top donor and sponsorship attendance over the same period declined from a high of 310 to a low of 207.

An ad hoc committee composed of: Sharon Appotive, Andrea Freedman, Rena Garshowitz, Stacy Goldstein, Linda Kerzner, Jeff Miller, Jeff Polowin, Michael Polowin, Arie Rosenblum and Ian Sherman was formed to examine the event.

The kick-off has multiple objectives, including:

- Emphasizing the start of the Annual Campaign
- Fundraising
- Outreach to the unconnected

The consensus of the committee was that the current format of the event mainly attracts those already committed and is therefore not successfully raising dollars or outreaching to the less connected.

It was felt that an event for top donors is important, but does not necessarily need to be linked to the kick-off.

**Preliminary thoughts:**

- The Kick-Off should feature a serious Jewish message and include entertainment. It should become more of a community event filled with ruach (e.g. Yom Ha’atzmaut) and consideration should be given to hosting the event at the SJCC.
- Tickets should be free or at minimal cost.

- The Top Donor event should be separated from the kick-off event. Consideration should be given to holding the event in a home. It should feature a substantive speaker.

It is important to retain TD as the event's sponsor and so any changes would need to be discussed with them.

### **VII: Ottawa Jewish Bulletin Review**

The report looked at 4 primary areas: Design, Content, Website and Revenue.

- **Design:** overall, the results are positive in this area. Next steps include more consistent utilization of special features.
- **Content:** the paper has well balanced content and an appropriate blend of stories.
- **Website:** this represents the greatest success, providing the Bulletin with exceptional reach.
- **Revenue:** the bulletin continues to run at a deficit. Interestingly, there has only been a modest drop in subscriptions even though the paper is available for free on-line.

The Bulletin remains an excellent communications and community building vehicle. If revenue does not improve, at some point, the Board will have to evaluate the exact value and determine if the bulletin is an appropriate investment.

### **VIII: \$65,000 Foundation Community Endowment Campaign Expense Refund**

The Ottawa Jewish Community Foundation recently returned \$65,000 to Federation for expenses that were advanced but in the end were not needed as part of the Community Endowment Campaign (CEC). The Board discussed the best use of these funds to propel our community forward. After a robust discussion, Linda Kerzner called for a motion for the funds to be used to replenish Federation's restricted fund for special board approved projects. This fund currently has a balance of \$59,026.

First- Mike Shahin

Second- Harold Feder

**Motion Carried**

The meeting was adjourned at 7:08pm.