



Jewish Federation of Ottawa
Board of Directors Meeting
Summary of Discussion

Wednesday, September 16, 2015 at the Soloway Jewish Community Centre

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

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

Observers: Sharon Appotive, Mike Landau

Recorder: Rachel Abenhaim & Nicole Collett

I: Welcome – Linda Kerzner

Linda Kerzner called the meeting to order at 5:32 pm and welcomed the board. She announced the departure of Rachel Abenhaim on maternity leave and welcomed Nikki Collett to the Jewish Federation of Ottawa team.

Linda informed the board that she would like to create a framework to make sure the energy spent at Federation board meetings are both meaningful and productive.

She introduced the four E's as guiding principles:

Efficiency
Effectiveness
Education
Enjoyment

II: Approval of Board Meeting Minutes:

Linda Kerzner called for a motion to approve minutes from the June 3rd Federation board meeting:

June 3, 2015

First – Steven Kimmel

Second – Lenora Zelikovitz

All in favour

Motion carried.

III: President's Report: Andrea Freedman

- The distribution of Leslie Kaufman's responsibilities in lieu of her absence amongst other managers was explained. Additionally, a project manager will be hired for the database conversion.
- A \$1.8 million dollar estate gift received by the Foundation as part of the Community Endowment Campaign allows for approximately \$65,000 to be distributed to specific agencies on an annual basis assuming 3.5% disbursement.
- Syrian Refugee Update: A phone call will be facilitated by Bram Bergman and Andrea Freedman, cohosted with Jewish Family Services.

The Federation will serve as a convener:

1. Bringing likeminded people together.
 2. Publicizing our overseas partner JDC's efforts in raising money for humanitarian aid.
 3. If there is interest by organizations in generating donations, the Federation may consider sending out an email.
- Shinshinim Program: A \$50K donation has been received and funding is now in place for next year and recruitment efforts will begin shortly.
 - March of the Living Chairs were announced as Jennifer Kardash and Cantor Daniel Benlolo.
 - Readiness funding of \$130K has been secured by two donors to examine incentivization models for Jewish life.

IV: Financial Report – Shelley Crawford

- There are no significant variances to budget in any areas.
- Notable comments include:
 - A tenant on campus remains significantly in arrears and discussions continue to resolve the issue.
 - Federation is funding 50% of the vacant high school space at Building 31.

- The lease of a small office in the Kerr building has concluded and efforts are now being made to secure a new tenant.
- The Campus Committee has begun a closer examination of the Hillel house on Laurier Street.
- Audited financial statements for the June year-end (Federation, Campus and Bulletin) will be presented at the November meeting.
- Andrea Freedman addressed issues related to renting the vacant space at Building 31, formerly used by the high school.

V: Risk and Rewards

Volunteer Leadership opportunities – Linda Kerzner

Linda Kerzner asked the Board suggest individuals who could potentially chair the Shinshinim program.

Criteria to consider for a volunteer chair of the Shinshinim program includes:

1. Has school age children attending a school that would benefit from the program.
2. Could assist in finding volunteers to offer home hospitality beginning in September 2016.
3. Help raise funds in subsequent years.

Holocaust Education – Andrea Freedman

Background: Last year the Federation and the previous Shoah committee ended its relationship. Jennifer Kardash led last year's Yom Hashoah commemoration and since then, Debbie Halton-Weiss has agreed to chair the Shoah committee.

Federation is currently in discussions with the Zelikovitz Centre at Carleton University regarding a division of labour which will enhance Shoah education in Ottawa. A proposal will be brought to the next board meeting.

VI: Strategic – Andrea Freedman

KPIs

Final KPIs were presented for fiscal year 2014. It was suggested that the utility of KPIs would be enhanced if the board had regular discussions on any KPIs coded red to provide assistance and support.

Strategic Plan Year 1 Work Plan:

A Complete holistic report on the Year 1 Work Plan will be inserted into the Ottawa Jewish Bulletin. A year 2 work plan was submitted to the board for approval.

The Plan is ambitious and there is some concern regarding bandwidth. It is hoped that the board and other volunteers can play an active role in certain areas. Additionally, the board provided feedback on how best to measure incentivizing participation in Jewish life.

A motion was made to approve the work plan for Year 2:

First – Hartley Stern

Second – Harold Feder

All in favour

Motion Carried

Linda thanked the staff for all their hard work.

Campaign Update – Sharon Appotive

- While still early, the campaign is off to a promising start with over one million dollars raised, representing a 2.5 % increase on a gift by gift basis.
- A dashboard has been created specifically for the board to understand progress.

General Assembly: - Linda Kerzner

Every year the Jewish Federations of North America gather for a two day conference with a wide variety of break-out-sessions. It's attended by approximately two thousand people. The General Assembly is a great opportunity to learn about best practices and trends in the Jewish world. As such, Linda strongly encouraged members of the board to attend as it provides context for the work done in Ottawa's Jewish community.

The meeting was adjourned and the Board moved in camera.