



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

Summary of Discussion as a Report to the Community

Wednesday September 21st, 2016
Soloway Jewish Community Centre

In Attendance: Stuart Ages, Sharon Appotive, David Appotive, Harold Feder, Stacy Goldstein, Linda Kerzner, Steven Kimmel, Jason Shinder, Hartley Stern, Danya Vered, Arlene Wortsman, Lenora Zelikovitz

Staff: Shelley Crawford, Andrea Freedman, Arieh Rosenblum

Invited Guests: Mark Palmer, Rabbi Teitlebaum

Recorder: Alecia Laliberte

I: Welcome – Linda Kerzner

Linda Kerzner called the meeting to order at 5:33pm.

II: Introduction- Linda Kerzner

Linda welcomed Board members and thanked them for coming to the first board meeting of the year. She introduced the two new board members: Victor Rabinovitch and Danya Vered.

Linda welcomed Rabbit Levy Teitlebaum, Director of the OVH as a guest for the discussion on OVH Policy and Mark Palmer, Executive Director of Tamir who joined the discussion on the Tamir Integrated Living Centre project (ILC).

III: Approval of Board Meeting Minutes

Linda called for a motion to approve minutes from the May 24th & June 1st Jewish Federation of Ottawa board of director's meeting.

May 24th, 2016

First – Jason Shinder

Second – Stuart Ages

Motion carried.

June 1st, 2016

First – Harold Feder

Second – Lenora Zelikovitz

Motion carried.

IV: OVH Policy- Linda Kerzner

Approximately one year ago, Paul Claman, chair of the OVH committee presented a set of policies to govern the OVH. While the majority of the draft policies were well received by the board, a small section was not. Unfortunately, due to a variety of circumstances, including a staff absence, that small section was not revised and brought back to the board in a timely manner. Understandably, the committee was frustrated.

On September 7th, Linda met with the committee and committed to getting timely approval of the majority of the policies, while the committee worked to review the portion on out of town caterers and drop off of food, the only small parts requiring some revision.

A motion was made to approve the OVH Policy as presented with the highlighted sections to be finalized and brought to the board at a later date and with the understanding that a subcommittee will be created to deal with arrears.

First – David Appotive

Second – Harold Feder

Motion carried.

V: Campus Lands for the Integrated Living Centre- Hartley Stern & Mark Palmer

Since the ILC received Federation board approval, there has been much work to bring the project to fruition, with a particular focus on securing government funding. There is growing optimism that the ILC will receive government funding and that there will be a limited need for a capital campaign. If and when this happens, there is a need for Federation involvement in the following areas:

- Ensure that the planned building fits with the overall look of campus and determine where exactly the facility will be constructed.
- Collaborate with regards the seniors' housing aspect.

Should the ILC be awarded government funding, there will be a need to move forward in an expedient manner.

Hartley put forth a motion that Federation approve the development of a subcommittee with the objective to support the development and completion of the ILC and will include the duties of oversight on the construction site and the communication to residents in the neighborhood and on campus.

First – Hartley Stern

Second – Arlene Wortsman

Motion carried

VI: Strategic Plan: Year 3 Work Plan- Andrea Freedman

Consistent with previous years, a work plan was developed for the 3rd year of Federation's 5-year strategic plan.

- In developing this year's work plan, significant attention was paid to identifying gaps and areas where there has been less focus to date. In particular, greater attention was focused on goals pertaining to volunteer development. Some initiatives are designed to solidify and build on what

began in previous years. For example, the JWRP mission, young leadership mission and the shinshinim program were all key aspects of previous work plans, and yet are only taking place this year. There is a need to ensure that we implement and follow-up extremely well, rather than continuously add new initiatives.

- As this year marks the midway point of the strategic plan, multi-year goals, such as expanding the pool of financial resources available, will be assessed this year.
- In previous years, expanding the corporate partners program had been a key initiative which was not successfully achieved. Recognizing the importance of the corporate partners program a discussion ensued on the stumbling blocks to date. The board felt that despite the challenges, this remains a priority.

VII: KPI Reporting- Andrea Freedman

Andrea provided an update to the KPI Report.

4 areas of improvement were identified:

- a. **New and lost donors:** there is a need to expand the donor base.
- b. **Ottawa Jewish Bulletin ad revenues:** this continues to be a challenge, due to staff changes and general issues in the print industry.
- c. **The inclusivity task force & young family survey:** more focus is needed on being more welcoming.
- d. **Day school enrollment:** continues to be a significant challenge in the community. The decline in day school enrollment, has not led to a parallel increase in supplemental Jewish education.

4 areas where there has been significant success were identified:

- a. **Bulletin arrears:** A concerted effort was made to refocus and enforce our policies which led to a reduction in arrears.
- b. **Social media:** Federation's reach continues to grow exponentially, which helps connect more people.
- c. **Emerging Generation campaign:** the campaign continues to grow as does the Ben Gurion Society which is for young leaders who contribute \$1000+ to the campaign.
- d. **Increase annual campaign:** 3 consecutive years of growth is a significant accomplishment.

VIII: President's Report - Andrea Freedman

Andrea provided four updates to the previously distributed report.

- On September 20th, the findings of the young family survey were presented to the community with 15 people in attendance.
- The next steps with OJCS and Measuring Success are being implemented and the survey went live on September 20th.
- The two shinshinim are integrating well and have been extremely well received at OJCS and in the community. Board members and participating organizations are invited to a welcome reception on September 28 @ 7:30.

- The Campus team is working hard to ensure that TIPES and OJCS are adjusting well and there are no major issues to date.

IX: Campaign Update- Sharon Appotive

- 2017 campaign off to a strong start, with 200 gifts received to date.
- Canvasser training was held on August 23rd with approximately 50 canvassers and inspired presentations.
- A new format for kick-off was introduced this year with a family concert taking place on Sunday afternoon with children's entertainers Judy and David attended by 120 adults & children and an evening event with Nancy Spielberg, was attended by 420 people. Kick-off was chaired by the Dolansky family and the new format was extremely well received. Superweek begins this Sunday and registration is strong.

X: Audited Financial Statements- Jason Shinder

The bulletin is in a deficit position of \$37,000. Only \$18,000 was originally budgeted, however collections are improving.

Jason put forth a motion to approve the statement with a separate agenda item to continue discussing improvements to the Bulletin's financial position. Federation budgeted to lose funds for the bulletin in the amount of \$33,000 for 2016-2017.

First – Jason Shinder

Second – Lenora Zelikovitz

Motion carried

XI: Board Retreat- Linda Kerzner

An outline of the board retreat will be distributed tomorrow. Rabbi Adina Lewittes is returning as our facilitator.

The meeting was adjourned at 7:23pm